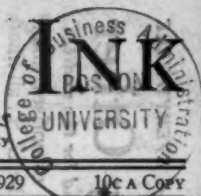


# PRINTERS'

Registered U. S. Patent Office

**A JOURNAL FOR ADVERTISERS**

185 Madison Avenue, New York City



VOL. CXLIX, No. 4

NEW YORK, OCTOBER 24, 1929

10c A COPY

• **WE TAKE** pleasure in announcing the opening of our offices in Detroit, Michigan, as of Monday, October 7, 1929. Situate in the Penobscot Building, Fort and Griswold Streets. • **N. W. AYER & SON, INCORPORATED,** WASHINGTON SQUARE, PHILADELPHIA • NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT

A NATIONAL GUIDE FOR THOSE WHO INVESTIGATE, SPECIFY AND ORDER — ALL LINES — EVERYWHERE

# Five Times The Paid Circulation of Any Other

*The Only A. B. C. Member of its kind—Send for the audit.*

Preferred by big business;—Its clientele comprises about 50% of the total business buying power of the U. S., all lines, everywhere. *They order it, pay for it, use it.*

**THE COMPLETE REFERENCE GUIDE FOR BUYERS**

**THOMAS' REGISTER**  
CLASSIFIED BY PRODUCT  
—LARGEST CIRCULATION  
—MOST COMPLETELY  
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—MOST ACCURATE

**AMERICAN MANUFACTURERS**  
— FIRST HANDS IN ALL LINES —  
THOMAS PUBLISHING COMPANY NEW YORK

**LINK-BELT**  
NATIONALS  
HANDLING  
EQUIPMENT

**ECONOMY**  
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MILLS  
Etc.

**FUSES**  
WE CAN  
TUBE  
ELECTRICAL  
CIRCUITS  
EVERYWHERE  
Flem and Mfg. Co.  
CHICAGO, ILL.

**Roots**  
BLOWERS  
PUMPS  
METERS  
TELEGRAPHIC  
EQUIPMENT

**Ediphone**  
"1000" PATENTERS  
RECORD PHONES  
"NOT BUILT BY US"

**SEE INSTRUCTIONS INSIDE THIS COVER**

THE BUYERS MASTER KEY  
TO ALL AMERICAN SOURCES OF SUPPLY

**4500 Pages**      **2634 Advertisers**  
*About twice the contents of any other*      *95% more than any other*

Thousands of upper-class concerns use Thomas' Register exclusively.  
Descriptive advertising therein pays exceptionally well.

*"Out of Thomas'" often means "Out of mind" at the buying moment.*

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# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLIX

NEW YORK, OCTOBER 24, 1929

No. 4

## Does Unselfish Advertising Pay?

The Metropolitan Life Insurance Company Evaluates Its Advertising on a Broad Basis

Based on an Interview by Roy Dickinson with

**Robert Lynn Cox**

Vice-President, Metropolitan Life Insurance Company

THE advertising of the Metropolitan Life Insurance Company has always interested advertising men and business executives, just as it has the general public. It has been the sort of advertising that seems to make the happiness and the good-will of the prospect of prime importance. Before this great company started advertising, it was almost a standing tabu in the business that life insurance could not be advertised. Each company presented its carefully-thought-out alibi that it couldn't see any way that life insurance companies could afford to advertise. But what a great many of them meant in the old days and what a great many other people now mean when they say that they cannot advertise their products, is that they do not know just what fine and grand thing to say or do to create public good-will for themselves.

It is this misconception of what advertising really can do that makes some of the skeptics wonder whether the altruistic and unselfish advertising of the Metropolitan Life Insurance Company can really

pay. The "What-of-it?" type of mind sees only nice things said about health and the suggestion being made that the average man likes to do something helpful for his neighbor and says to himself, "But it can't really pay."

*LIFE insurance was one of that exclusive family of things that couldn't be advertised until Metropolitan Life came along and demonstrated that it could be advertised.*

*Since then, this same family has been still further depleted by desertions to the advertising ranks. But it is still a sizable group—too large, in fact, to suit advertising's supporters.*

*Perhaps this account of why Metropolitan Life decided to advertise—how it is advertising—and what the results have been—will cause some additional derelictions. If it does, it will have performed noteworthy service.*

When I went down to the Metropolitan Life Insurance Company to ask Mr. Cox what his thoughts were on this "How-well-does-it-pay?" subject he gave me some views upon his own advertising and advertising in general which I consider of primary importance to every manufacturer and every man concerned with advertising. Mr. Cox does not consider the advertising of the Metropolitan Life Insurance Company as a thing

apart, something to bring in new customers, thousands of inquiries and more money at the end of the year. He believes that advertising is the voice of the company. "We believe," said Mr. Cox, "that the object of an organization which advertises is to build a reputation for truthfulness, honesty, fair dealing and all the other good qualities which an individual must have if

he wishes to secure the respect of his neighbors.

"If a man went into a new locality and wanted to build the sort of reputation of which he would be proud, he wouldn't go about telling how rich he was, how great he was or what he intended to do. He would not go to a card party, meet a number of new people and say what some people say in their advertising copy. If he wanted to be well thought of in the place he was going to live in, he would confine his remarks to understatement, rather than overstatements; he would go about seeing how much good he could do, he would try to be helpful to his neighbors, keep in as close touch as possible with as many people as he could, he would share the result of his experience with other people to make them happier and more successful—in every way he would try to conduct himself as a good neighbor.

"The company which advertises, in our opinion, is very much like the human being coming into a new neighborhood—a larger neighborhood, to be sure, but still a neighborhood. The readers of publications are ordinary citizens, such as the stranger would find in any community. When an advertiser, therefore, talks big in his advertising and deliberately goes out to secure immediate returns by overstatements, perhaps he is not adopting the more simple idea of advertising which we have; that it is, and always should be, considered the voice of the company.

"It takes years to build a good reputation and such a reputation can be destroyed overnight. It seems to me that it is the same way in advertising. A reputation must be built slowly. Everything a company does and says in print should keep this fact constantly in mind."

When Mr. Cox said this I couldn't help wishing that many a present-day advertiser could think of himself in a small town at a card party meeting a group of strangers and reading his present advertising aloud to them. It is my humble opinion that if this

simple test were applied more would be accomplished to kill off super-advertising and unsupported statements than has yet been accomplished by criticism of these evils.

"When we considered starting to advertise," continued Mr. Cox, "we were not particularly interested in an increase in direct sales. Our sales were constantly increasing, so that we did not have a sales problem on our hands. We did feel, however, that we had something helpful to tell the public. We had naturally learned a great deal about human mortality and the causes of it. Then, too, a great deal of health and welfare work had been carried on by the company for many years. With 25,000,000 policyholders, it seemed to us that we could get in closer touch with humanity through advertising. It is quite usual for any manufacturer or retailer to realize that he must build reputation and belief when he is dealing with his customers. It seemed equally logical to us, with the great number of customers we already had, to build such a reputation among prospects and also among people who could never conceivably be our customers, though in the broader sense every man, woman and child who is not physically impaired is a potential customer of our company.

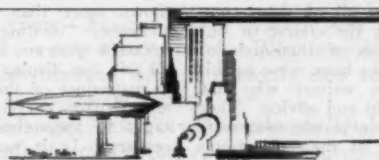
"All of our advertising, which has covered everything from nursing, tuberculosis, budgets for the home, to care of the teeth and helping illiterates to write, carries an offer of a booklet, but it is not written with the intention of making sales. The basis of all our inquiry advertising is the offer of a booklet which goes into more detail on the subject discussed in the advertisement. When an advertisement on the care of the teeth brings letters from dentists in all parts of the world to us, and we supply them with almost 70,000 copies of the advertisement and several thousand copies of the pamphlet referred to in the advertisement, we realize that we are getting the sort of results we are after. While the man who be-

THE

New Y  
Seattle



McCANN GROWTH AND McCANN  
SUCCESS IN ADVERTISING OVER  
THE PAST SEVENTEEN YEARS  
HAVE COME FROM A SERIOUS EF-  
FORT TO RENDER AN EFFICIENT  
SERVICE • NEW BUSINESS — YES •  
BUT FIRST OF ALL • GOOD SERVICE



THE resultant stability in our own business is indicated by these facts: 54% of our business has been served over ten years, and 26% more for over five years. We are constantly building on top with our share of new advertising. But under this lies a broad foundation of long-term business that bears testimony to the satisfactory character of our service.

THE H. K. **McCann** COMPANY  
ADVERTISING

New York • Chicago • Cleveland • San Francisco • Los Angeles  
Seattle • Denver • Montreal • Toronto • London • Paris • Frankfurt a.M.

lieves that the only object of advertising is to produce immediate sales might say that we are doing a job for all insurance companies and therefore are not really making it pay for ourselves, I must disagree with him. We believe that a business institution that has been favored with public patronage to a point where its customers number about one-fifth of the entire population of the United States and Canada, should be willing to print welcome and useful information gleaned from a wealth of company experience without exacting in exchange therefor any sort of a trade or business dealing from the readers of its advertisements.

"While we have never tried to segregate the various kinds of advertising done by our company and furnish a ledger balance for each of them, I believe I can furnish a real answer on all of them combined. During the course of our advertising, tens of thousands of letters of thanks have come to this company from writers who had sought our help and advice. They have come from people who were in great need of the very things which we offered. The help which they were badly in need of could not have been obtained had not our company advertised its facilities, its knowledge and its service. Any man who finished reading a few hundred of this type of letters would surely feel that our advertising had paid and paid well.

"In addition to what some people might call these intangible results our advertising has had an appreciable effect upon the fundamentals of our business. Health and long life are the material in which any insurance company must deal. If an insurance company, therefore, is able to lengthen life it reduces the cost of insurance and thereby benefits its business in the most practical way. Even writing an increased amount of business is not as profitable as adding a few years to the average length of life.

"People are far more interested in how to keep themselves well, than in how many claims an insur-

ance company paid last year, or how much new business it wrote. Therefore, we feel that our advertising has the highest percentage of reader interest while, at the same time, it brings the highest return of both tangible and intangible results. In 1928, for example, we distributed 43,220,186 pieces of health literature ranging from the pamphlet, 'A Message of Hope,' to the booklet entitled, 'The Child,' which discusses common ailments of children and the means of preventing and relieving them.

"Our company also conducted or instigated seventy-nine clean-up campaigns in as many cities, it displayed 219 health exhibits, participated in 353 community health campaigns and baby weeks. It showed smallpox films in forty-one States to promote health education and vaccination. These films were shown more than 8,000 times to audiences totaling more than 3,500,000 persons. In addition to all this, our display space was used in magazines of the United States and Canada carrying health messages to approximately 76,000,000 readers. Is it necessary to ask whether this sort of work paid or not?

"Through our nursing service, periodic examination of policyholders, clean-up campaigns and co-operation with and help from the many established health agencies, 66,000 fewer of our industrial policyholders died last year than would have died under the death rate of 1911, the first year for which mortality statistics comparable with later years were compiled by this company. Measured merely in terms of lengthened life this meant an average of ten and a half years added to the life of our industrial policyholders. Measured in dollars and cents, it meant the payment in 1928 of \$18,766,000 less in death claims than would have been paid if the death rate of 1911 had prevailed. We do not, of course, believe that our advertising has been the sole cause of decreasing the death rate, but it certainly has had an appreciable effect. Surely, therefore, the ex-



## Because . . . *she loves nice things*

Fads come—Fancies go—a modern note is struck—a sour note responds. Who is to distinguish between what is correctly new and what is incorrectly bizarre?

Riddles, we ask it? For who does know? The bizarre of today may be the can't-do-without of tomorrow. One man's guess is another's overstock.

Yet House Beautiful, from its rescue of home decorating in the ghastly Nineties up to the present motifs of modified futurist, has happily pointed the way to taste that endures, because it wears well. What better evidence then, that House Beautiful has accepted the duty of interpreting the actual trend from the maze of passing fads—and what better market for those whose products help make homes livable and lovely?

One Hundred Thousand and more subscribe to House Beautiful because they follow its editorial guidance—100,000 and more affording a quickly responsive market for home building, decorating, and furnishing.

# HOUSE BEAUTIFUL

*A Member of the National Shelter Group*

EIGHT ARLINGTON STREET

BOSTON, MASS.

perience of our company shows that health promotion work has paid the 25,000,000 policyholders, who are the owners of our company and who get all the savings we can make in the cost of their insurance, through lengthening the average human life."

If these statements of Mr. Cox do not prove to the average individual that unselfish advertising pays in the biggest way, a few other facts might be of interest.

After the Metropolitan had advertised a year or so, a questionnaire was issued to a representative selection from the readers of the magazines asking whether the advertisements had been read and whether readers would like them continued. Replies to this questionnaire piled up by the thousands and were unanimously affirmative, proving not only that the advertisements had been read by millions but that they had taught them valuable lessons as well. The Metropolitan audience, which in size is tremendous, has stated its willingness to listen.

In its recent advertisement which offered the reader a chance to go out of his way and do a kind act for some illiterate by teaching him how to read, the company received, in less than thirty days, 4,260 requests for the material it offered. Another indication that its advertising is doing exactly what it is planned to do.

In addition to these facts, it is understood that the advertising has always met with genuine enthusiasm on the part of the Metropolitan field force. The salesman who goes into a factory or a private office representing the company, has back of him the reputation for unselfishness, the goodwill and the belief in its unselfishness which has been built up over a long period of years by its most unusual advertising, of which its magazine advertising is a material part. The company's whole experience proves once more, without the shadow of a doubt, the extreme profitableness of unselfish advertising. The principle has always worked. The dentifrice advertisers, for example, made their

most notable headway when they were teaching American people the hygienic value of oral prophylaxis.

The Metropolitan Life advertising might be a good thing for many other manufacturers to study who have stayed away from emphasizing the use of a product and contented themselves with unsupported claims that their product is better than that of their competitors. Remembering Mr. Cox's statement that advertising is the voice of the company, and that the same type of action which builds a good reputation for a man will work out in building a good reputation for a company, would seem to be one of the most logical guide-posts for the modern advertiser to follow in the preparation of his copy.

### Changes and Promotions in Campbell-Ewald Agency

The Campbell-Ewald Company, Detroit advertising agency, following a realignment of its general organization, has made the following changes and promotions: Under a new plan a division of service management has been created, to be operated under the direct supervision of Guy C. Brown, vice-president and secretary, and W. A. P. John, vice-president and for several years copy director of the company. Succeeding Mr. John as copy director is James R. Adams, who has been in charge of all Chevrolet copy.

A further change is the appointment of F. D. Richards as director of the plan board and all sales promotion activities. Within this division will be the department of new business headed by J. H. Neebe.

The agency's executive committee has been increased to seven members by the addition of F. D. Richards, W. H. Taylor and Mr. John, all vice-presidents. Other members of this committee are H. T. Ewald, president, J. Fred Woodruff, vice-president and treasurer, Miss A. C. Schroeder, assistant treasurer, and Mr. Brown.

### Bassick Company Appoints Touzalin Agency

The Bassick Company, Bridgeport, Conn., manufacturer of furniture, hardware, and hardware equipment for cars, has appointed the Charles H. Touzalin Agency, Inc., Chicago advertising agency, to direct its account.

### H. W. Hawk with Ferry- Hanly Agency

H. W. Hawk, former advertising manager of the General Box Company, Chicago, has joined the office of that city of the Ferry-Hanly Advertising Company, Inc.

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Thorough Trading Area Coverage Through One Newspaper!

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# How Large Advertisers Sell Milwaukee!

**T**WENTY-EIGHT national advertisers each spent more than a million dollars in newspapers during 1928. In Milwaukee, *all* of them used *The Journal*!

These million dollar bellwethers, keen judges of newspapers and market values, used a total of 1,078,061 lines of space in *The Milwaukee Journal*, or 408,910 lines *more* than their total in the other two Milwaukee newspapers combined!

Leading advertisers in all lines know from results that *The Journal* sells the largest volume of goods in the Milwaukee-Wisconsin market at the lowest advertising cost per sale.

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

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Read by More Than Four Out of Five Milwaukee Families!

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## Transferring Foreign Prestige to America

An American Company Brings a Famous Foreign Name to These Shores

**A**N American manufacturer who visited several European countries early last summer returned recently with the American rights for a product made in Germany and sold rather widely over Continental Europe. The company making this item has not done any great amount of advertising in its home markets; yet, it has built a splendid prestige for its line among Europeans. In this country, the product is, to all intents and purposes, unknown.

Ever since his return—in fact, even before he left Germany with the contract in his pocket—this manufacturer has been puzzling over the answer to the following question: "Whose name shall I feature in my American advertising—my own or the German manufacturer's? He isn't known in this country, I am. Nevertheless, if I feature my name the product immediately loses a great deal of that all-important foreign atmosphere."

It seems likely that as increasing numbers of American business men visit Europe—ostensibly on pleasure, but with a weather eye on business opportunities—more and more will come trekking home with rights to European products that are well known on the Continent but unknown here. These executives may find an answer to at least one of the advertising problems

that these European products will bring with them in the following experiences of A. Hollander & Son, Inc.

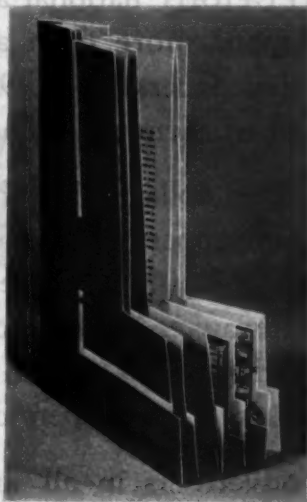
Some months ago, Hollander arranged with a dyer of furs in Leipzig—a city known to the fur trade of the world for the supreme excellence of its dyeing of certain types of furs—to send a group of Leipzig dyers over here and show Hollander's employees how to dye furs as they do over there. Furthermore, arrangements were made to use this fur dyer's name and trade-mark on the American output.

Now this is the problem that arose:

Leipzig, as has already been mentioned, is internationally known as a fur-dyeing center. C. F. Th. Lindner, the fur dyer with whom Hollander made arrangements for American rights,

is well known in Europe, but well known in this country. Hollander, on the other hand, is known among the American fur trade as the largest fur dyer in this country and, to the American woman the Hollander name is also familiar, due to advertising over a period of years.

Whose name should be featured in the advertising that was to acquaint the American fur trade with the new arrangement—Lindner's or Hollander's? And, of course, the fame of Leipzig as a fur dyeing



*This Booklet Was Produced in Leipzig and Mailed from There*

# \$700,000,000.00

*is the value*  
**of Iowa's  
Crops and  
Livestock for  
1929!**

Business conditions were never more  
favorable in the Tall Corn State.

***The Des Moines Register  
and Tribune***  
***Over 230,000 Daily***

Read in 2 out of every 3 homes  
(rural as well as urban) in the  
central two-thirds of Iowa.



center also had to receive consideration.

Hollander's answer to that question, as evidenced in a campaign that is now taking space in trade publications reaching the fur trade, is to play up the Lindner name, and Leipzig also, and to soft pedal A. Hollander & Son, Inc. For example, the first advertisement in the series read: "An Announcement of Extraordinary Interest to the American Fur Industry will soon be mailed to you by C. F. Th. Lindner, Rauchwaren-Zurichterei und Färberei, Leipzig, Germany, world famous producers of the Leipzig Black dye on Broadtails, Persians, Caraculs, as well as Kid Crosses, Leg Crosses, Kid Plates." The lower one-third of the advertisement is filled with a picture of the Lindner factories, a reproduction of the Lindner trade-mark, and a layout design which acts as a sort of secondary trade-mark to tie the series together. *Nowhere does the Hollander name appear.*

Incidentally, those tongue-twisting German words were put in the copy, not because there was any expectation that many Americans would be able to understand them, but to carry out the general idea that here was a piece of copy preeminently German.

The second advertisement announced that Lindner had made an arrangement "which makes their Leipzig process available in America exclusively through A. Hollander & Son, Inc." The copy continued:

For a number of months executives, dye experts and technicians of C. F. Th. Lindner have been at the A. Hollander & Son, Inc., plant introducing their methods and training the workers in the use of these highly technical processes.

With a satisfaction that comes only from the realization of a work well performed, C. F. Th. Lindner are proud to make this announcement to the American fur trade. The work turned out by A. Hollander & Son, Inc., by means of the Lindner-Leipzig process can be depended upon to be identical with that produced at the Lindner-Leipzig factory itself.

In this piece of copy also, as well as in the third advertisement, the Hollander name plays a minor

role. Lindner occupies the center of the stage and Leipzig also comes in for the spotlight. Further emphasis is given to Lindner-Leipzig by the physical structure of the advertisements and mailing pieces, all of which are built around a unifying symbol consisting of two large reproductions of the letter "L," placed in juxtaposition to each other.

The mailing referred to in the initial advertisement was a booklet produced entirely in Leipzig and mailed from there to the American fur trade. In keeping with the effort to capture the German atmosphere, the booklet was die cut in a decidedly unusual manner, taking the shape of a double "L." The printing itself, and the layout of the pages were also distinctively foreign.

There, in brief, is Hollander's answer to the problem of grooming a European product for its bow to the American trade. This answer was based, of course, on the knowledge that Leipzig and Lindner would be more significant to the American fur trade than A. Hollander & Son, Inc., so far as this particular fur dyeing process is concerned. It was also based on the fact that the American public as a whole has a wholesome respect for the chemical achievements of Germany. And fur dyeing is, of course, a chemical process.

### "The Red Book" Adds to Western Staff

Joseph A. McGilvra, for the last three years Western representative at Chicago, of the *McCall Quarterly* and *McCall Style News*, has been appointed to the Western advertising staff of *The Red Book Magazine*, with headquarters at Chicago.

Elliott Fisher, formerly a member of the Western advertising staffs, at Chicago, of the A. W. Shaw Company and *The Farm Journal*, has also joined the Western advertising staff of *The Red Book*. He will represent that publication in Michigan and Ohio.

### Keith Babcock with F. J. Ross Agency

Keith Babcock, formerly with Young & Rubicam, Inc., has joined the F. J. Ross Company, Inc., New York advertising agency, as an account executive.

A. I.

Now



## National Coverage from Jacksonville!

And through "a local newspaper"!

Sounds preposterous—but its actuality would be seen if you could check the gateway entrances to Florida now.

Automobiles and train passengers from California, Maine, Iowa, Delaware—everywhere; motor, train and steamship passengers from New York and Canada.

During the next two months Florida's population will double. And your advertising in the Florida Times-Union will reach the Iowan, the Californian, the New Yorker—a spread of advertising influence unique in its concentration.

*That is why your list should be made without delay and why it should show special scheduling for the all-state newspaper—*

**The Florida Times-Union**  
JACKSONVILLE, FLA.

A. B. C. Publisher's Statement, March 31, 1929, 50,707 Daily, 63,028 Sunday  
Represented Nationally by  
**REYNOLDS-FITZGERALD, Inc.**

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

# A BOOK PAGE

*(Nor is the  
alternative,  
necessarily,  
a brown derby)*

When book pages wore hats and book critics were polyglabic and profound, the chief aim of literary criticism seemingly was to encourage writing folk from writing books and average folk from reading 'em. No living post-Miltonian ever got a break.

There seems to be a refreshingly new critical outlook these days, and in Chicago Howard Vincent O'Brien, book editor of The Daily News, is its champion exponent.

## THE CHICAGOAL

Chicago's Newspaper

Advertising  
Representatives:

NEW YORK  
J. B. Woodward  
110 E. 43d St.

DETROIT  
Joseph B. Scolaro  
3-241 General Motors Bldg.

SAN FRANCISCO  
C. Geo. Crocker

# DOESN'T HAVE TO WEAR A HIGH HAT

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public of average readers whose  
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analysis, dictate the form and style of  
early all written things.

he result in The Chicago Daily News is  
daily column and weekly section bright,  
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ood taste, always, but never dull. Indeed  
he Daily News book pages under Mr.  
Brien's editorship are so well worth  
ading for their text alone that they are  
nning daily a larger and more loyal fol-  
wing among the general readers.

## GO DAILY NEWS

's Newspaper

SAN FRANCISCO

C. Geo. Krogness

ATLANTA

A. D. Grant

Member of The 100,000  
Group of American Cities

3 Crocker 1st Nat. Bank Bldg. 711-713 Glenn Bldg.

*this paper is READ -*



by the **COTTON** Farmer

68% of the total circulation of **THE OKLAHOMA FARMER-STOCKMAN** in Oklahoma is found in the 45 counties where cotton is the big cash crop.

The cotton farmer reads **THE OKLAHOMA FARMER-STOCKMAN** because it has been his spokesman as well as his guide to better cotton farming for years.

The Oklahoma Plan of cooperative cotton marketing was developed in Oklahoma by Carl Williams, editor of **THE OKLAHOMA FARMER-STOCKMAN** and out of it grew the American Cotton Growers' Exchange, of which Mr. Williams served for two years as president.

Mr. Williams is now representing cotton on the Federal Farm Board.

**191,661 A. B. C. CIRCULATION**

**THE OKLAHOMA  
FARMER-STOCKMAN**

THE OKLAHOMA PUBLISHING CO.  
The Daily Oklahoman, Oklahoma City Times, WKY  
Animal Husbandman, Elmer, Special Advertising Agency.



# Speakers' Tables vs. Round Tables at Conventions

Would You Go to More Conventions If You Could Talk Over Your Troubles?

By Bernard A. Grimes

THE average expenditure of a delegate to a convention is \$101.04. The approximate length of conventions is three days, which means that it costs about \$33 a day to be a delegate. These figures are based on a survey conducted by J. Lee Barrett, executive vice-president of the Detroit Convention and Tourists Bureau.

To the business man this is only part of the cost to himself or his firm. There must be added the cost in loss of time from regular work. Unless these charges can be legitimately hung up against selling expense, business wants to be assured that conventions yield something of value in exchange for the money and time invested.

It is recognition of the cost of conventions which undoubtedly creates interest whenever there is a discussion raised that concerns the improvement of convention procedure. The question was most recently touched upon in an address by O. H. Cheney, vice-president of the Irving Trust Company. He recommended that conventions more frequently be devoted to exchange of ignorance. By this he meant that more opportunity should be afforded the convention attendant to bring before the convention the problems for which he is seeking an answer.

In other words, Mr. Cheney was stressing a call which PRINTERS' INK sounded in the summer of 1927 [July 14, 1927, page 177, and August 11, 1927, page 97] when it urged that bunk and bombast be taken out of conventions and suggested how this might be accomplished. These suggestions were based on criticisms directed at the convention idea.

What were these criticisms? Most often mentioned were: (1) too many selfishly inspired speeches, (2) too many dull talks, and (3)

too many professional speakers who have no real messages.

These particular complaints still have the center of the stage and they are not, it is evident, going to be shifted behind the scenes without a battle. There are politics in convention planning and so shrewd are some of the players, they are able to hold down jobs largely on their ability to get on programs and bring publicity to the companies for whom they work.

There is an opinion which is rather widely held that, in the search for interest-compelling elements, program builders may be searching for pastures less green than those right at their feet. This is Mr. Cheney's belief. It is echoed by the following executives, all of whom take their conventions seriously, and whose letters on the subject to PRINTERS' INK are quoted in this article:

S. E. Conybeare, director of advertising, Armstrong Cork Co.  
J. W. Longnecker, advertising manager, Hartford Fire Insurance Co.  
Matt Denning, assistant director of advertising, E. I. du Pont de Nemours & Co.  
Joseph M. Kraus, advertising manager, A. Stein & Co.  
Frank E. Gannett, president, The Gannett Newspapers.  
O. C. Harn, managing director, Audit Bureau of Circulations.  
George Santee, director of sales, Varsity Underwear Co.  
A. T. Freyer, vice-president, Vick Chemical Co.  
A. M. Candee, advertising manager, National Enameling & Stamping Co.  
Don Bridge, advertising director, Indianapolis News.  
Stuart Peabody, advertising manager, The Borden Sales Co.  
A. R. Magee, manager, national advertising, Louisville Courier-Journal.

All these executives feel that one of the greatest contributions to the success of conventions can be made by the members of the convention themselves. This contribu-

tion cannot be made, it is admitted, if members are not given the opportunity to make it.

Insistence that time be given over to discussion by members naturally means that convention goers are dissatisfied with plans which devote practically all of a convention to speech making. Criticisms of the weaknesses that often crop up when conventions are given over to professional and semi-professional speakers are summarized in the following:

*Mr. Candee:* There comes the question of the speaker. Who knows this speaker? Who has heard him? Can he deliver his message so that it will be understood? Is his message of common interest? Perhaps I should have asked first "Has he a message?"

I ask these questions because there are so many cases where speakers are lauded to the skies and yet fall woefully short of hitting any mark, say nothing of a bull's eye. I have in mind one prominent advertising man who because of his prominence and his experience and his ability is put on many programs. His talks are terribly dry and exceedingly long. Many stay away from the sessions when this particular man is to speak.

How can the opportunity to promote general discussion be provided?

There are two ways open. One would call for "speechless" conventions. Another would provide for adequate time for discussion following each address. Obviously, it is not the purpose of a convention to smother interest but the chairman has no other alternative when his job is to keep things on schedule.

A key to the situation is given in the statement of the 1929 program committee of the A. N. A. which informs members that, "A convention's success can be measured only according to its ability to make those who attend it get on their feet and talk." Another view of the situation is offered by Mr. Harn when he voices the opinion: "The more time that is given for the exchange of the opinion and the experience of the members themselves, the greater the justification there is for the time and expense of business conferences."

Mr. Longnecker was prompted to

submit\* three planks for a proposed plan of convention procedure. He suggests that speeches be prepared in advance and distributed in printed form to the delegates. Time ordinarily taken for speaking would be devoted to discussion with the speaker.

What benefits are inherent in the promotion of discussion? We have the following observations as answers to this question:

*Mr. Bridge:* In our experience in building programs for many meetings of newspaper advertising men, never have we heard a member state that there was too much open discussion and not enough time devoted to prepared addresses.

*Mr. Santee:* Many people speak of dreading to go to conventions because of the little they gain. I am convinced that instead of speakers talking for an hour or less on a good subject, if the subject was briefly outlined and then an hour given to questions and their answers, much more value would result.

*Mr. Kraus:* I could conceive of nothing more interesting than a convention consisting of a frank exchange of experience and opinion, and, last, but not least, representative authorities in their respective fields (instead of the usual convention speakers) who will be ready to add their authoritative advice and counsel to the proceedings.

Provision of time for discussion, of itself alone, is not sufficient to assure the program chairman that things will run along smoothly. One may provide time for discussion but he can't be certain that discussion will be forthcoming. Here is what we learn on this point:

*Mr. Harn:* While the preference is definite, response is uncertain. Many men who definitely prefer open discussions, have never been known to participate. Numerous questions of importance have been announced with no discussion forthcoming. There is always a tendency for discussions to revolve around a minority of those in attendance, not so much because the few desire to talk but because it is necessary to keep the meeting going.

*Mr. Gannett:* Few delegates to a

\*September 19, 1929 issue, page 52. Incidentally there is a postscript to the letter from Mr. Peabody, chairman, to the effect that "Mr. Longnecker does not know it yet, but he has a job as a member of the next program committee of the Association of National Advertisers."

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convention like to show their ignorance. Instead, each one wants to show off his knowledge. Very few chairmen can shut off a discussion promptly.

**Mr. Peabody:** We have chosen speakers of standing to cover matters of vital interest, and then allowed what we considered adequate time for thorough discussion. This time has never yet proven to be adequate, nor, in my opinion, would it if it were extended indefinitely. It is my experience that it is almost impossible to hold an open discussion of any important topic and have as much as one-half of it really relevant and fresh.

How, then, is the program chairman to meet the conflicting factors of time, little or no discussion, or perhaps, too much discussion? The final outcome of this phase of his difficulties largely rests with his planning ability and the co-operation he receives from sessions chairmen. It is upon the latter that responsibility rests for the closing of long-drawn-out recitations. Upon the program chairman rests the responsibility for arranging the stimulus for discussion. Some pointers on this score are given in the comments which follow:

**Mr. Peabody:** I think that before an intelligent discussion can take place, the way must be prepared by a statement of the matter under discussion, and this calls for a speaker and a speech.

I agree entirely with the second plank advanced by Mr. Longnecker wherein he urges that we overcome the reluctance of beginners and the hesitancy of the inexperienced to stand up in open meeting and ask questions. I also view with alarm the question box.

**Mr. Horn:** The average member of an organization is not likely to have crystallized his own thoughts upon subjects which may have an important bearing. He is more or less like a member of a jury. He is not in a position to give an intelligent opinion in a discussion much less pass judgment until after both sides of the case have been outlined. He may not even think that he is interested in the subject when he comes to the convention. But, if some one who has been thinking about it and has gathered facts and opinions puts these before the meeting, he may electrify the rank and file and provoke a discussion which will be worth while.

What makes for discussion largely depends on the type of convention. Some associations can readily adopt themselves, except

for committee reports, to speakerless conventions. The American Newspaper Publishers Association is a case in point. Another is the Audit Bureau of Circulations and why it can do so is explained in this way:

**Mr. Horn:** The annual meetings of the A. B. C. are almost an ideal example of the "speakerless" convention. We never have set addresses. We can do this because our meetings are more like the meetings of an individual business corporation rather than a loose association of several business corporations. The discussions are all upon things which members of the corporation think the corporation should do or not do and not upon general subjects for the good of the order or for the good of the industry as a whole.

Not every association, however, is as fortunately situated, regarding interests as the A. B. C. These associations might find help in the following idea:

**Mr. Conybeare:** A good chairman who knows his audience will get people whose experience is worth something to stand on their feet and tell their individual stories briefly and interestingly. My opinion of the average convention which consists of a program of set speeches with no opportunity for the interchange or discussion of ideas, is that it is likely to prove a "dud."

I am for group meetings at conventions where persons interested in particular topics can foregather and talk things over to their hearts' content.

Naturally, before one wants to experiment with the "speakerless" session idea, knowledge of the experience of others is desired. The plan is not a new one and several of our correspondents have had an opportunity to observe its effectiveness. They offer these comments:

**Mr. Peabody:** At the semi-annual meeting of the Association of National Advertisers, we held what we termed a "speakerless session" in which several questions were thrown into the meeting with no speakers or names attached. We did, however, have on hand certain members who were picked in advance to lead the discussion on these subjects. The results were very gratifying, except that we found it impossible, in the half day assigned, to cover adequately all of the questions.

**Mr. Candee:** I am reminded of a sales meeting held by our company. After the leader had told of the things that he had laid out for the

session he discussed the problems and asked for discussions. Freely views were expressed because we were just a bunch of fellows together. Then the leader put down questions, copies of which were given to each one in the group. Written answers were given by each hearer and, on the following day, discussion was continued in the light of the answers. As one salesman expressed it, when asked whether or not he had gained from the session, "you made us get it."

*Mr. Santee:* I don't believe there are any more interesting sessions than those of the Sales Managers' Conference of Baltimore, of which I am president. We have no speakers. The leader for a given meeting presents a business problem briefly and the meeting is opened for questions and discussion. No doubt, in many cases, the uncovered phases are of greater importance to those in attendance than the actual phases covered by the speaker himself.

While every letter readily admits the beneficial stimulus given to conventions and delegates from general discussion, the admissions are marked with reservation. A program chairman wants definite formulas for the arrangement of successful conventions. It would never do to caution him that free discussion is an essential and leave him wondering what else is necessary. Some pointers on what tends to build a well-balanced program are given in the following:

*Mr. Bridge:* It has been our experience that a one-day meeting can be conducted satisfactorily on the basis of open discussions only but that some prepared addresses are necessary if the convention covers a longer period of time.

*Mr. Preyer:* I feel that the ideal plan for a convention is to have a mixture, consisting of three parts:

1. Inspirational or educational (not over one speech).
2. Practical demonstration or experience of interest to the majority.
3. A "speakerless" session—say one day—a list of topics to be sent in advance to members who have come prepared to answer and ask questions.

In order to prevent a possible flop, we have several key men throw in questions or answers from time to time if the meeting should drag (that is the only danger of a session of this kind—it needs "priming" to get it started).

*Mr. Magee:* The writer recently was chairman of the program committee of the International Association of Newspaper Advertising Executives. In building up this program, I kept constantly in mind the need of speakers whose subjects

would give opportunities for floor discussions.

We were supposed to adjourn our convention on Wednesday morning, but we carried the meeting over until five o'clock Wednesday afternoon. We consider these discussions very vital to the success of our conventions.

*Mr. Harn:* The main thing is to have the program as a whole well thought out and all the subjects so chosen and so introduced that the two or three-day sessions may be a mosaic, harmonious in design and purpose. Then it should be seen to that the discussions lead to the line and that they do not muss up the general design by the introduction of immaterial ramblings.

*Mr. Denning:* I wish they could compromise between Mr. Cheney's suggestion and our present method of conducting conventions which would be to allow as much time for discussions as there is for the talk itself.

Should there be doubt concerning what is needed to make conventions more productive, this should be dispelled by taking steps to put into effect the suggestions advanced in this symposium. Encourage those who attend conventions to do so actively, rather than passively. If the membership is too passive, plan a campaign that will move shy members to action and bring them out of their shells. As Mr. Conybeare remarks, every member who goes to a convention and gets an opportunity to express himself, goes back home feeling he has participated in an event of real significance.

### Appoints Klau-Van Pietersom-Dunlap-Younggreen

The Sterling Engineering Company, manufacturer of steam specialties, and the Milwaukee Macaroni Company, both of Milwaukee, have appointed Klau-Van Pietersom-Dunlap-Younggreen, Inc., advertising agency of that city, to direct their advertising accounts.

### W. F. Buhler with Cecil, Warwick & Cecil

Watson F. Buhler, formerly with the J. Walter Thompson Company, has joined the copy staff at New York of Cecil, Warwick & Cecil, Inc., advertising agency. He previously was with the New York Evening Journal.

### Aviation Account to Ayer

The Aviation Corporation, New York, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

WITH the Chicago Evening American in its eighth year of circulation leadership in Chicago's evening field, there is scarcely room for reasonable doubt of Chicago's evening paper preference. For the six months ending September 30th, the Chicago Evening American's leadership over the next evening paper is 119,485—a plus-group of readers more than 25% as large as the second paper's total circulation.

# CHICAGO EVENING AMERICAN

a *good*  
newspaper



*National Representatives:*

**RODNEY E. BOONE ORGANIZATION**

# To manufacturers and distributors who want to sell New York's 2,000,000 homes!

**I**N September, 1929, the Evening Journal carried 166,109 lines of Radio Advertising . . . a gain of 80,878 lines over September, 1928. Of this total, 161,316 lines (97% of the total) was Radio Set Advertising. And in this classification the Evening Journal carried 29,983 lines more than the next New York newspaper.

What significance has Radio Advertising to shoe sales here? Or furniture, foodstuffs, toilet requisites or cars? Just this, that the New York Evening Journal, reaching for more than a quarter of a century the largest evening newspaper-reading audience in America, has proven again, in its record

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of Radio Advertising, its power to produce big-volume sales here. That's because it is New York's great home-going evening newspaper. It is read in homes of the highest earning and largest spending classes throughout New York City and its wealthy suburbs . . . in the evening, when most buying discussions are held and most buying decisions made.

What product do you want to market here? The Evening Journal, at a single selling cost, is big enough and strong enough alone to do the job of building responsive acceptance in this market for the merchandise you sell.

## NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read  
by more than twenty million people*

NEW YORK, 9 East 40th Street

Represented Nationally by the **RODNEY E. BOONE ORGANIZATION**

NEW YORK—International Magazine Building

<b>CHICAGO:</b>	<b>DETROIT:</b>	<b>PHILADELPHIA:</b>	<b>ROCHESTER:</b>	<b>BOSTON:</b>
Hearst Building	General Motors Building	Fidelity Philadelphia Trust Building	Temple Building	5 Winthrop Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations



# Now First

For 9 months



## Detroit News Again Leads World in Advertising

*Lineage for the Three Leaders 9 Months, 1929*

<b>DETROIT NEWS</b>	- - -	<b>24,161,116</b>
<b>Chicago Tribune</b>	- - -	<b>23,993,655</b>
<b>New York Times</b>	- - -	<b>23,843,289</b>

**T**HE publication of such an impressive volume of advertising, placing Detroit first among cities of America, offers eloquent testimony to the prosperity of the Detroit field and the ability of The Detroit News to show advertisers big returns on their advertising dollar.

Another indication of advertising preference lies in the fact that on October 11th, The Detroit News published an issue of 88 pages, an issue without any special section or special advertising. The previous day's issue consisted of 72 pages. It is believed that the publication of an 88-page paper on a week day carrying only regular, normal business has never been duplicated by any other newspaper.

## The Detroit News

THE HOME NEWSPAPER

*New York Office:*

*Chicago Office:*

**I. A. Klein, 50 E. 42nd St.**

**J. E. Lutz, 180 N. Michigan**

# Stefan Janowitz Makes the Same Old Mistake

A German Tailor Inspires a Copy Sermon

By E. B. Weiss

SOME twenty years ago, Stefan Janowitz, who had lately left his native Germany to discover how much truth there was in the stories of fabulously wealthy America, opened a tiny tailor shop in the Yorkville—Little Germany—section of New York City. Stefan felt mighty proud when he saw his name for the first time in gilt letters on the window of his shop followed by, "Tailor—Deutsches Geschäft."

For twenty years Stefan did his bit to add to the sartorial elegance of his neighborhood. He saw youngsters for whom he made their first long-trouser suits grow into middle-aged men. He saw older men pass on to their just reward. There were few people in the neighborhood whom he did not know by their first names. And all the while, Stefan added, little by little, to his share of that unlimited wealth which had attracted him to these shores.

The other day, Stefan decided he would like to loaf. Perhaps he had heard of the owners of big businesses who were selling out to bankers and retiring, and thought he would like to do likewise. Maybe the old homeland still tugged at his heart strings and he made up his mind that he had better pull up stakes and return, if he was ever to tip a huge stein once more in that quaint beer garden that was still doing business in his home town.

Anyway, when I walked past Stefan's place last week, the two dummy figures that had been in the windows for so long that they were justly entitled to be called antiques, were no longer there. Neither was the bolt of goods, that always lay at the feet of the two figures, to be seen. In fact, the space in back of the window was quite barren. On the window was this sign:

## NOTICE

This business is being discontinued on October 14, 1929.

As there will be

No Tailor to Succeed Me

Kindly Call for Your Belongings

Before this date.

I greatly regret severing the twenty-year relation which I have enjoyed with my customers.

STEFAN JANOWITZ.

Other than the gilt lettering on his window, and the two dummy figures and the bolt of goods in back of the plate-glass, Stefan had never done any advertising. It struck me as odd that his swan song should be his first piece of publicity. I mused over that for a while—thought how typical of Stefan it was that he should wait twenty years before finding any need for advertising—and then I became bewildered.

Could it be that Stefan really wrote all of that remarkably clear and terse announcement? Certainly the first few lines typified the man. He was never the kind to beat around the bush. If he was going to discontinue his business he would say so promptly—just as the text in the announcement did.

But that line, "I greatly regret severing the twenty-year relationship. . . ." That was not Stefan talking. I can picture him telling Hans Schmidt, whose clothes he has been making for at least fifteen years, and whom he used to see several times a week at the cider stub around the corner, how sorry he was to break up shop. I couldn't reproduce the idiom or the German accent, but this much I know—Stefan never said to Hans: "I greatly regret severing the twenty-year relationship. . . ."

No, indeed. And then it dawned upon me what had happened. Stefan, like nine out of ten advertising men, had made the same old mistake—once he took a pen in those fingers that could run a line

of basting down a garment with bewildering rapidity, he was no longer the same old Stefan. He forgot that he was talking to Hans Schmidt and Mrs. Herman Pumpnickel, whose only boy had been around only two weeks ago for a fitting for his first long-trouser suit. He even forgot that he was Stefan Janowitz. He knew only that he had a pen, instead of a needle, in his fingers and instead of writing the good old jargon that had always served him well, he immediately fell for the stilted language that is the bane of so much

copy that appears today in \$10,000 page space as well as on the windows of neighborhood stores.

Stefan had been bitten by the \$10-word bug, and from somewhere out of the musty past he had dug "severing" and the general tone of that closing line. Too bad, I thought, that Stefan should inject such a false note into his swan song. And yet, perhaps Stefan's error will not be without its redeeming feature if it serves to impress upon even one copy writer that all-important copy rule: *Be yourself.*

## What Groucho Says

The Advertising Agency Executive Attends a Sales Convention

**J**UST back from a sales convention, Driggs, sales manager of Biggar Shoes, had a great idea. He'd cut out the speech-making, make it a genuine business meeting, no entertainment, no shows. Each salesman was to write a digest of his experiences and problems. They were to be separated into groups of five and discussed. Three sessions a day for three days.

You know, salesmen are *business men* these days, not hunch boys.

I landed the first day. "Groucho, please circulate among these groups and listen. You'll get some ideas for advertising." I did. That is, I listened. Very hot discussions first day, but didn't get anywhere. No mental leadership. Men arguing about their troubles and spouting their pet theories. They had a great time for a day and a half and then ran short of theories and troubles. Second afternoon caught one group shooting craps, another telling stories. All good men too.

Driggs finally took a tumble. "Groucho, we must save the convention. What would you do?"

"Change it over. Have general sessions, have each group report on what it has done so far. Give 'em some good strong talks yourself. I'll shoot advertising at them. Banquet on the last evening and a good show. Old stuff, I know, but good."

Driggs reluctantly agreed, but he was all in. I had to run the show from then on. Arrange for ban-

quet, get "artists" for the banquet, buy a watch for the salesman with the biggest increase. Sure, it was all old stuff, but the new hadn't been digested and needed an emetic.

Made the speech of my life trying to show the men how to use the advertising. New salesman from the Coast came up at banquet where I was busy-beeing and said: "I'm awfully glad, Mr. Groucho, that we've got you for our sales manager." Driggs heard it. Was he pleased? He was *not*.

Men went away rather pepped up, at least. Oh, yes, I know that's only good for a little while.

I was all in. Driggs said: "Groucho, I suppose I've got to thank you for your *effort*. You have worked hard, but I am afraid you spoiled my convention."

I forgot, Driggs really had a keynote. Had it on cards in every room; each man had the same card delivered to him three times every day. It read: "Biggar Shoes—sell on quality—not on price!"

Driggs is a pretty good sales manager even if he is a nephew of the head of the firm. His trouble was trying to serve a half-baked idea as a dietary meal. Sales conventions need modernizing. But salesmen are still social beings.

That's a fair example of my job. Trying to patch up a wreck and make it float, when I want to help get speed on a seaworthy ship.

GROUCHO.

# Do they read them ?

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Booklets and catalogs are meant to be read. Few of them are so planned that they can be *easily* read and understood.

The tired business man, the busy housewife, the harassed buyer—none has the patience to wade through pages of cold type, just to convince themselves that they need what you wish to sell.

Here is a real problem, and we are continually working out ways and means to solve it.

If you send out booklets or catalogs in sizable editions, write or phone us for details.

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## Charles Francis Press

Printing Crafts Building

461 Eighth Avenue

- New York

# Mergers and Shadow Boxing

Not All Those United in Mergers Are Happy

IT has often been pointed out that modern mergers make strange bedfellows. Joel Cheek, who sold coffee some years back in the mountains of Tennessee, could never have dreamed that his Maxwell House would ever be merged with the business of C. W. Post, who was battling against coffee in Battle Creek. Those two seem to be getting along perfectly well in the General Foods Company, however.

But the same thing hasn't been true in some of the other mergers. In one, for example, the bedfellows have practically kicked each other out of bed.

A short time ago, Thomas J. McHugh, president of Vadsco, successor by change of name to V. Viyaudou, Inc., and a consolidation of that company, American Druggists Syndicate and the Kny-Scheerer Corporation, mailed an announcement to customers of his company. He pointed out that the policy of Vadsco had been never to engage in the retail business. He also pointed out that D. A. Schulte, chairman of the board of directors, was also president of Schulte-United, which sells toilet articles and proprietaries at cut prices.

"This," said the announcement, "compelled us to call Mr. Schulte's attention to the fact that the sales policy of his company was contrary to the policy of most of Vadsco customers, and that either Schulte-United must discontinue its practices or else he should retire from our company. After looking into the situation, Mr. Schulte advised us that the Schulte-United could not change its policy.

"As a result of these discussions, J. S. Bache, chairman of our executive committee, and myself have acquired the entire interests of Mr. Schulte and his associates, who have resigned from our board of directors and have severed all connec-

tions with our company. We assure you that neither the Schulte-United nor other Schulte companies or interests are now in any way connected with our company."

Another incident from a slightly different angle, but with a somewhat similar import, concerns a customer who recently went into a Liggett store to ask for a bottle of Phillips' Milk of Magnesia. As is well known, Drug, Inc., not only owns chains of drug stores, but also a large group of proprietary medicines and remedies which it manufactures. It also has private brands which Liggett sells over its own name. When the old user of Phillips' asked for her favorite remedy, she found the Liggett's clerk particularly anxious to sell her the Liggett brand. He pointed out the lower price; explained that it contained exactly the same ingredients in approximately the same proportions and that it was foolish for her to pay extra for Phillips'. Her rebuttal was that she had been buying Phillips' for twenty years and was convinced that the name on the bottle was worth money to her. As a final argument, the clerk brought out the fact that Phillips' and the brand offered by Liggett were both controlled by the same company. All this took valuable time, both from the shopper and the clerk who tended store.

The would-be purchaser left the store and reported the incident. She wonders why all this fight between two brands owned by the same company.

When a prize-fighter practices his punches before a mirror with nothing but his own image to fight against, it is called shadow boxing. Is the same sport taking place in some of the big new mergers? Shadow boxing, they say, is good for prize-fighters. It quickens their footwork. But if it comes into retail selling it is likely to confuse the customer.



The Morning World is first in New York City! . . . First in *Manhattan*, that promenade of *bon vivants*, debutantes, and spendthrifts; first in the hometown of Tiffany, stocks and bonds, The Ritz, first nights, Tin Pan Alley and Sherry's. . . . And first, too, in *Brooklyn*. . . . just a stone's throw from *Manhattan*, but a million miles away in character and habit, where church spires rise above pleasant houses and lawns and trees; the nine o'clock town of a solid, substantial, home-loving class . . .

And first in *Bronx*, where Broadway comes uptown, and theatres and cafes merge into parks and vacant lots; where urban comes sub-urban, in the land of delicatessens, corned beef and salami sandwiches, resplendent fur coats and sparkling diamonds . . . . First, also, in *Queens*, a grouping of small towns and villages tied together by ribbons of asphalt and fields of freshly tilled soil; where a commuting, almost rural, folk dream away their hours against a background of green hedges and gay flower pots . . . . And all this . . . . urban, suburban, and rural . . . . is within the limits of New York City, where The Morning World has the largest circulation among all standard size morning newspapers!

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## City Circulation

STANDARD SIZE

### Morning Newspapers

#### THE WORLD

287,117

2nd Paper 260,869

3rd Paper 157,657

4th Paper 134,805

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# The New York World

MORNING AND SUNDAY

Pulitzer Building, New York

TRIBUNE TOWER  
Chicago

GENERAL MOTORS BLDG.  
Detroit

Oct. 24, 1929

# The First market in Ab

Oklahoma City's 68-Mile A-B-C Suburban Area



The DAILY OKLAHOMAN OKI

The OKLAHOMA PUBLI  
WKY - THE OKLAHOMA FARMER

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# nabillion dollar state

Oklahoma City is without a rival west to the Pacific. The nearest competitor is 132 miles northeast. ▶ ▶ ▶ Oklahoma City's A.B.C., 26-county, 75-town trade area,—average radius 68 miles—embraces about 50% of the State's area and produces 60% of its annual one-billion dollar crop and oil yield. This territory, nearly double the size of any other A.B.C. market area in Oklahoma, has a population of more than 884,000, or approximately a quarter of a million more people than live in the State's second largest market, according to the 1929 "A Study Of All American Markets." ▶ ▶ ▶ The Oklahoma City Market, for 1928, had a total expendable income of \$417,053,000. This is 41% greater than that of the next largest A.B.C. area in Oklahoma. These data from the 1929 "Markets and Media." ▶ ▶ ▶ In the sale of merchandise in any market the time required to cover the territory is of the utmost importance, and from such a viewpoint no community has a superior or more adequate service than Oklahoma City. Seven railroads, sixteen passenger bus lines, a network of freight truck lines covering the State and centering in Oklahoma City, and four passenger and freight air lines indicate why this city is naturally and officially the center of distribution for Oklahoma and parts of the Southwest, and why it distributes 75% of all the commodities sold in the State. ▶ ▶ ▶ The Oklahoma City Market, easy to travel, to sell to, to ship to, is a part of no other area, tributary to no other city, covered by no outside newspaper. Advertising can be effective in the Oklahoma City Market only with local contact in and through Oklahoma City. This is accomplished quickly, economically and resultfully by an adequate schedule in The Oklahoman and Times, which thoroughly and alone cover the Oklahoma City Market.

OKLAHOMAN and TIMES DAILY NET PAID AVERAGE CIRCULATION, 6 MONTHS ENDING SEPT. 30, 1929 - 172,452  
SUNDAY OKLAHOMAN, NET PAID AVERAGE CIRCULATION 6 MONTHS ENDING SEPTEMBER 30, 1929 - 102,711,

## MA OKLAHOMA CITY TIMES

HOM PUBLISHING CO  
OKLAHOMA FARMER - STOCKMAN

Published by The Oklahoman and Times Company, Inc., Oklahoma City, Oklahoma

in 1928 the  
Detroit Times led  
all newspapers in display  
lineage increase  
and we're more than  
800,000 lines  
up on that record  
for the first  
nine months of  
1929  
—"the trend  
is to The Times,"  
as we have  
so oft  
repeated.

"THE TREND IS TO THE TIMES"

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Victory

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# Out in the Open

By Howard W. Dickinson

A YOUNG man, at least I suppose he is young, writes in and tells me how hard he has tried to get into an advertising agency. "Why can't I do it?" he asks. He regards himself as abler than many who are now in agency work.

**Friendship buys friendship.**

(Emerson)

I suppose his question is asked by many young men and women. I can tell how one bright man got in. He literally smiled his way in. It happened that he had a good background of experience. The only difference that would make is that he was a candidate for a higher experience than the novice could look for at first.

**Victory belongs to the most persevering.**

(Napoleon)

He had elected himself to a job in Batten's. He came and said so. Sorry, but there was no job for him. He came again, and again, always pleasant, always sure that he would win, always ready to wait. Though he became one of my best friends, I never have asked what he did between his calls on us. He was looking for no other job. His job-hunting visits became so much a pleasant part of our life that we were glad at last to give him a job and have him with us all the time.

**Few are open to conviction, but the majority are open to persuasion.**

(Goethe)

A brilliant business woman told me that she had secured every job she went after, and that anyone could. I believe the first statement but must doubt the second. She is very able, not everybody is. She told how her first step was to select the job, second to make sure she was fitted for it, third rehearse her reasons why she should have it, fourth project an expanding future for the job itself and then demonstrate that she knew just how to make that job very profitable to her would-be employer.

**Perseverance and tact are the two great qualities for men who would mount, but especially for those who have to step out of the crowd.**

(Beaconsfield)

Now that is a sound method. I hereby challenge the young man who wrote to me and whom I've never seen to follow that method and win. If he does not win it will be because man and method do not both appeal to his prospective boss. That method needs a very good man to win with it, or at least a man who can appeal to the imagination as well as show ability.

If he loses out through failure to put the personal appeal across I challenge him to try it again and yet again. If he fails again and again, and still wants to get into advertising, I advise him to make his own job in advertising, become an advertising man before he hires out in an advertising job. It can be done—in several ways.

**Nothing's so hard but search will find it out.**

(Herrick)

He wants to write advertising. Why doesn't he? Suppose he has to take a job at manual labor to make a living. He works eight hours. Let him get and read a community paper. In it he will find advertisements of small merchants, some of them will be poorly written. Let him re-write them and try to sell, or even give away, his copy to these merchants who need help in their advertisements. If he has the stuff, he will learn to do this, no matter how poor his first efforts may be. No one needs help in advertising quite so much as the small retailer and there are many thousands of them.

**Ah to build, to build!**

(Longfellow)

If he develops skill at writing for merchants, he will work up some business for his spare time. He will have the nucleus of a dealer copy service. He may even

build a profit on it. He will be in a strategical position to check on results. He will have valuable experience in advertising to sell. Plenty of agents and manufacturers want a man who can write good dealer advertisements.

Then if he goes back hunting an agency job he will have demonstrable skill to sell, and the winsomeness, or not, of his personality will count far less negatively and what he can do will count far more positively.

**Hell itself must yield to industry.**  
(Ben Jonson)

If he is fitted for advertising work and wants it, he can get it. Maybe he just thinks he wants to "break into advertising" as so many foolishly put it. (There is a wrong psychological concept in that phrase. It is a sort of challenge to advertising men to keep him out.)

Possibly he thinks of advertising jobs—as most outsiders seem to—as either writing advertisements, or account executive work. There are as many kinds of jobs in advertising as in any other kinds of business. Many of them are skilled jobs, too, though little recognized as such.

**Difficulty—a mere notice of the necessity for exertion.**

(Warren)

Forwarding, for example, sending plates and copy to publications is a very important job requiring tact, personality, promptness, absolute accuracy and ability to apply all these traits in the midst of confusion and turmoil. Mechanical production is another, a job requiring high technical knowledge as to the processes in composition, engraving, electrotyping as well as appreciation of artistic results from engraving and printing.

Cost accounting, highly specialized cost accounting, is a very important part of advertising work. So are checking and billing, both done in a way which is peculiarly adapted to this special business. Stenographic, secretarial, statistical, tabulation work all have their peculiar advertising color, all are mixed in an agency with copy and

art productions and with clients' campaigns.

**The paths to the house I seek to make.**  
(Whitman)

Often it does not occur to the youngster, ambitious to be a writer or an account executive, that all these and others are doors leading to importance in the advertising agency. The ablest account executive it is my privilege to know started as a clerk in the forwarding department.

It would be interesting to know how the fine writers, the leading account executives, the heads of research and marketing departments got their start in advertising. Some of them came up from the ranks. There is always that chance. Environment is a constant invitation for ability in those directions to show itself. And he pounced upon and encouraged? Well, hardly that, but to fight its way to recognition.

But in this so-called top stratum many salesmen and account executives came from the advertising departments of magazines, others from advertising management, from insurance, from college faculties, from newspapers, from jobs of all sorts. Writers and art directors, also top stratum men, from wherever such are bred, from other agencies, from newspapers, from editorial jobs and quite often from college faculties. Sales managers get into advertising work and vice-versa.

**Portals that lead to an enchanted land.**  
(Aldrich)

Well there you are, young man. Select your own entrance way, and good luck to you. To be more specific we should have to take you apart and see how your wheels go round. Obviously you haven't yet proved a good salesman of yourself. Possibly you don't know your stock very well.

**Richard Fowler with  
Fitzgerald Agency**

Richard Fowler, formerly with the Millis Advertising Company, Inc., Indianapolis, has joined the Fitzgerald Advertising Agency, Inc., New Orleans, as an account executive.

**The milline cost of advertising to \$5,000-and-up a year families is lower in The New York Times than in any other newspaper.**

Number of families  
\$5,000 a year and up  
in Metropolitan District  
covered by The Times

Per cent of all in  
New York City and  
Suburbs

<b>WEEKDAYS</b> .....	<b>142,883</b>	<b>55%</b>
<b>SUNDAYS</b> .....	<b>166,536</b>	<b>63.5%</b>

**The milline cost of reaching \$5,000-a-year-and-up families in the New York market through The New York Times:**

<b>WEEKDAYS—</b>	<b>SUNDAYS—</b>
<b>\$6.30</b>	<b>\$7.21</b>

**Total net paid sale of The New York Times averages over 430,000 weekdays, over 725,000 Sundays.**

**The New York Times**

# Pity the Poor Prospect!

Being an Only Slightly Overdrawn Picture of the Plight of the Buyer  
Who Looks Upon the Lemon as a Fruit, Not a Teacher

By S. Ward Seeley

I HAVE a friend whose every possession is the best in the world. It is not only the best kind of dingus ever invented, but positively the finest IXL dingus the IXL factory ever made.

There's another friend of mine who owns a car that was so rotten that its maker went bankrupt before the end of the first season. Yet my friend claims he drives the best automobile on the road today. It ought to be—he has spent enough money on it to rebuild it into the finest car in the world!

And one night I called on a man who had just been given one of the new electrically-recorded phonograph records. He put it on his 1914-model talking machine and let it rip. The result was barely to be endured but this man mustered up quite a convincing look of enjoyment. Suddenly the soprano hit a high note. The ancient soundbox went sour in a blast of noise such as no human throat could ever emit.

But the enthusiast shouted above the din: "Isn't that marvelous?"

Several of my friends have radio sets that were minted, fresh and bright, back in 1924 and 1925. Fine sets in their day, and still as good—and as bad—as new. To each of these families those antique sets are the best they ever heard. Far better than the Jones's Super-Woofrola, 1929 model.

Even my aunt—well, here's the story about *her*. She has been faithful to one make of car for years. The 1929 line went in for radically new, and, to many people, really bad-looking bodies. She was disgusted, so she said, and she wouldn't have one of the things, *that* she wouldn't. But presently she did. I suspect a liberal trade-in allowance. Now she says she feels like a queen as she drives the most handsome car on Uppercrust Avenue.

But I have no way of checking

up on most of my enthusiastic friends and neighbors. They will tell what they think about the show they saw last night. But what they say about their cars, their refrigerators, their vacuum cleaners, their furnaces (you complete the list) is decidedly suspect.

They will boast of the money they made in the stock market. But not a word about their losses.

If anyone buys a lemon now it is sure to be a fruit.

When I am advised *not* to buy Blank's doohickey, I am perfectly safe in betting 100 to one that my adviser doesn't own that doohickey and never did.

The ignorant are free with their advice, but the wise won't share their wisdom. It has cost them money, and by golly they are going to keep it.

Let us turn now from this gaudy picture and look upon the poor prospect. Here he is. His pockets are positively dripping money, and any instalment man will give him lots of credit.

He is in the market for many things—Dinguses and Doohickies, Gadgets and Widgets.

He has lots of wants. He doesn't like wants—he wants things. He would spend his money to fill his wants, and do it wisely.

But he suspects the words he hears, and the words he reads.

I have my own pet theory, and I think it is more than that. Some day somebody is going to make facts as thrilling and exciting and sales-producing as adjectives are supposed to be now. *Supposed* is right.

Today the prospect fumbles in a fog of enthusiasm. Excitement fills the air. Superlatives both reign and rain. Somebody's certainly all wet, for the only place the prospect can go is to the expensive School of Experience.

And that's why I say: Pity the Poor Prospect!

IN Detroit Probak Blades are cutting innumerable whiskers that heretofore had not felt the gentle touch of this new "hardware toiletry" for men.

THE Detroit Free Press is the backbone and the motive force behind this intensive merchandising campaign.

AND in connection, this from Mr. Chas. M. Pritzker, Advertising Manager of the Auto Strop Safety Razor Co.:

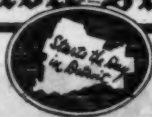
"PROBAK sales in Detroit during the past week have

more than justified our selection of The Detroit Free Press as the backbone of our intensive advertising campaign in Michigan."

"WITHIN twenty-four hours after the first advertisement was published, re-orders were received from both downtown and outlying dealers. The response that greeted this advertising has been greater than anything we have ever experienced."

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York Chicago Detroit San Francisco



# Is X closing doors



# NATION'S BU

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Put 2

# ng doors to your salesmen?

*The powerful external forces, personified by X, that surround and control business today, can make or break your merchandising programs!*

Your salesman in Kokomo doesn't travel his route alone! When he enters an office to talk to a customer, a shadowy figure goes with him. For X—representing the *external* forces that control business—has a potent influence on sales, too!

No matter what you sell, the X forces of changing styles . . . financial conditions . . . competition . . . politics . . . exert their relentless pressure on the programs you project. These external forces are beyond your control—but not beyond your power to adjust yourself and your plans to them. You dare not ignore them. Close your mind to them—defy them—and they may close doors to your salesmen. Put X to work for you

and see your sales spurt!

Interpreting the X forces in modern business is the function of Nation's Business. Each month it brings you authentic information, not only on developments *within* your industry—but also on the *external* factors which vitally affect it.

Today more than 300,000 intelligent executives, in all fields of business, depend upon Nation's Business to tell them what's ahead in world industry. When you present your product—or your service—to these alert, open-minded readers of Nation's Business, you gain a friendly, impressive introduction that will open many doors to your salesmen!

# NATION'S BUSINESS

# MAINTAIN YOUR COVERAGE

**A** RECENT survey shows the coverage of a group of women's magazines throughout cities and small towns. It was interesting to note that when the rural districts were included the average fell tremendously.

The survey also showed the average coverage in the rural districts increased 100% with **THE FARMER'S WIFE** included in the group.

Inasmuch as the rural population represents 42% of the entire country, why boast about the high coverage in only the cities and small towns.

Maintain your coverage throughout the country by including **THE FARMER'S WIFE** in your program for National Advertising.

## THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Advertising Office  
1806 Bell Bldg.  
307 N. Michigan Ave.  
Chicago, Ill.

Wallace C. Richardson, Inc.  
Eastern Representatives  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

# National Advertisers Focus Attention on Distribution Director's Job

Convention of Association of National Advertisers Also Gets Report on Plan for Joint Committee of Advertising Interests to Function as Advisory Body to National Better Business Bureau

**CO-ORDINATION** of the functions of merchandising was the fundamental subject which occupied the attention of the Association of National Advertisers at its three-day annual meeting held at Swampscott, Mass., last week. From the standpoint of organization management, it was pointed out, the desired and necessary improvement of co-ordination could be effected if one executive was made responsible for distribution direction.

Whether such authority should lodge in the sales or advertising manager, that is, which should dominate the merchandising set-up, it was stated, is beyond the point. This is a matter to be determined by the organization set-up of individual companies. What is important, it was emphasized, is that both arms of merchandising should be directed by one executive head so that their work would be co-ordinated and their movements timed to supplement each other.

The discussion got under way with the opening speech by Guy C. Smith, manager of advertising and research of Libby, McNeill & Libby and retiring president of the A. N. A. It was developed in subsequent addresses of three speakers.

The session before which this subject was discussed had an attendance of about 250. This opening session and the afternoon session were attended by a large number of representatives of publishers and advertising agencies who were invited by members. Their admission to the convention was an innovation, as previously they had attended only the annual dinner.

Mr. Smith raised the question: Is the advertising manager a business man or technician? Advertising involves an artistic and mechanical training in typography,

engraving, color and other phases of mechanical art, all of which require that the advertising manager be a technician. But, it was stated, these are only details of his job, a background that is drawn up in carrying out his major work, opening and maintaining distribution channels.

The performance of this major work, however, presupposes an intimate knowledge of the sales policies and problems in the home office, Mr. Smith explained. "The question of balance," he stated, "is in reality the thing which is contemplated under the word management. The advertising manager should have a part in securing balance, particularly between the sales and advertising program. The lack of balance between these two constitutes," in his opinion, "one of the serious wastes in advertising. Too much sales effort, unsupported by advertising is wasteful and advertising inadequately supported by sales effort is equally wasteful."

Not only with sales but with every branch of business, there should be a close relationship exercised by the advertising manager and Mr. Smith mentioned in particular the work of production. It is quite common practice, to lay out production plans for three or five years but how, he asked, can these be laid out without parallel plans being made for both sales and advertising?

His summation of the business aspects of the advertising manager's functions concluded with the opinion that advertising agencies must move further in the direction of yielding some of their professional and technical points of view to their client's business needs.

The next address took up the solution of effecting co-ordination of merchandising facilities through the appointment of a director of distribution. His work and that of

his two assistants, a sales manager and an advertising manager, were outlined by Lee H. Bristol, vice-president, Bristol-Myers Company, whose speech was reported in the October 17 issue.

It was concluded that, in a number of instances, executives are invested with the authority recommended for the distribution director, even though this title may not be used. There are far more instances where organization set-up does not provide for the desired co-ordination and, it is felt, impetus may result by giving prominence to the advantages of such a plan of management.



U. & U. Photo  
Bernard Lichtenberg,  
President, A. N. A.

These advantages were further explained in a speech by J. P. Jordan, of Stevenson, Harrison & Jordan, management engineers, and in an hour's general discussion from the floor.

In the remarks of the fourth and last speaker on the distribution director, the subject was discussed in relation to its effect on opening new markets and keeping posted on competitors. The speaker was Alex Osborn, vice-president, Batten, Barton, Durstine & Osborn, Inc.

There is no possibility, he said, of applying any one organization set-up to all businesses or even to a majority of businesses. Set-up will vary in ratio to the extent and complication of business and in relationship to the particular penchant of personnel.

But, taking one company with which he has worked for years, Mr. Osborn carried the director of distribution idea through to what he described as a far-fetched degree. "If we are to stimulate our thought on a question such as this," he explained, "then we must go to extremes in thinking it through, then we can apply our judgment to stopping this

side of where we have thought."

In the suggested set-up, research is taken away from the director of production and put in the hands of the director of distribution, who also is to supervise another function, that of testing.

"I don't see why our company," said Mr. Osborn, "shouldn't test every competitive piece of goods compared to our own just as fully as chain and department stores test every piece of fabric as against all those that are offered. Yet how few of our industries do honestly test their own goods against the field and do it not under a man who is prejudiced, the man who made them, but under the man who is challenging them, the man who has to sell them?"

Under research there would be included the development of new products which are only expressions of opportunities, survey, field survey of own and competitor's goods, style and sale statistics.

Where would the director of distribution get the time to do all of his regular job in sales and advertising and these other duties in addition? In answer, Mr. Osborn suggests that he can delegate many functions which do not need men with imagination and force.

James O'Shaughnessy, business manager of *Liberty*, mentioned the lack of authority at the point of contact in the advertiser's organization. In Mr. Bristol's discussion there has been voiced the thing that must come in executive line-up while, Mr. O'Shaughnessy said, Mr. Osborn, approaching the problem from another angle, has demonstrated the working of the solution offered by Mr. Bristol.

The advertising manager, Mr. O'Shaughnessy said, too often lacks the authority which belongs to his position. In the bringing together of the views of Mr. Bristol and Mr. Osborn, he said, a definite step forward has been taken in advertising management.

Everett R. Smith, chairman of the research council, reported on the progress of building up the bureau of distribution which has been underwritten by the association. He stated that the plan has

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# Let Me Call Your At- tention to a Certain \$10,000,000

AS YOU know, Los Angeles is the radio *capital* of the West. Second in the Union in the number of radios owned in proportion to the number of homes. Last year, this moderny-minded community spent more than \$8,000,000 in radio sets and appurtenances thereunto. *This* year we'll spend more than *ten million dollars*—and, take it from me, that's a large chunk of anybody's money! But Los Angeles buyers know what they want and they *get* it. That's why The Los Angeles Examiner is their favorite morning paper! . . . Intensely interesting "programs" in this up-to-the-minute paper are the logical "loud-speakers" for *every* radio message. Astute space-buyers realize this, and that's why the national gain of 166,663 lines to date in this consistently-*better* newspaper almost triples last year's *total*! *Local* lineage has gained 79,734. . . Now, before I sign off, get *this* one: Southern California's favorite morning paper goes into more than 200,000 homes daily—and, in excess of 440,000 Sundays. That's my bed-time story, gentlemen—conducive to sweet dreams about that \$10,000,000 you'll cut into if you put your message before *these* moderns!

## LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

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met with approval and the results of a large number of surveys now are on file.

The services of the association also are being called upon by publishers for assistance in the preparation of surveys so that these will have a minimum of duplicated effort, thus making the expense allowed for a survey more productive and also to give the survey added value in the estimation of an advertiser who, knowing the unbiased source of direction, will not penalize the survey by discounting its interpretations. The first such survey which the association has been invited to conduct is one for *True Story Magazine*.

Merle B. Bates, Life Savers, Inc., reported that the magazine committee has under way a survey on "Known Facts on the Magazine as an Advertising Medium."

T. F. Driscoll, Armour & Company, in the report of the outdoor advertising committee, reviewed developments in, and outlined the present status of, that field.

Modern advertising art, its development and its interpretative use, was reviewed by Peirce Johnson, art director of the The Ralph H. Jones Company, advertising agency. There has been a change in character, he explained, and chiefly responsible are the camera and the woman purchaser.

This newer art is designed to appeal to the dominating body of purchasers, women; but the art itself, said Mr. Johnson, cannot be classed as feminine art. Its characteristic expression can be along masculine lines quite as easily as feminine. For example, makers of heavy delivery trucks can be as modern in their advertising as manufacturers of silks.

"The wise advertiser who plans to use modern art," concluded Mr. Johnson, "will first find out if the message this art speaks is the message called for. He will determine its appropriateness for his audience. He will not use it because others are doing so; and he will not use it because he likes it, or refrain from using it because he dislikes it. He will dare on occasion to be extreme and on others will tone down the

modern note in his advertising."

The report of the radio committee is given elsewhere in this issue as also are parts of addresses as delivered or in summary.

Bernard Lichtenberg, director of university service, Alexander Hamilton Institute, was elected president of the association. He succeeds Guy C. Smith. Lee H. Bristol was elected first vice-president.

Verne Burnett, secretary, advertising committee, General Motors Corporation, Detroit, and W. A. Grove, manager, advertising and sales promotion, Edison Electric Appliance Company, Chicago, were elected vice-presidents.

These officers are members of the board of directors, which also includes: S. E. Conybeare, advertising director, Armstrong Cork Company; William F. Earls, general manager of advertising, United States Rubber Company; Miller Munson, advertising manager, The Hoover Company; Stuart Peabody, advertising manager, The Borden Sales Company, Inc.; Allan T. Preyer, vice-president, Vick Chemical Company; Everett R. Smith, advertising manager, The Fuller Brush Company; Guy C. Smith, manager, advertising and research, Libby, McNeill & Libby; Arthur H. Ogle, director of advertising, Bauer & Black (division of The Kendall Co.); Allyn B. McIntire, director of sales development, Pepperell Manufacturing Company; Gates Ferguson, manager, advertising division, International Telephone & Telegraph Corp.; P. J. Kelly, advertising manager, The B. F. Goodrich Rubber Company; H. C. Grimsley, chief of sales service, Indian Refining Co., Inc.; Allan Brown, advertising manager, Bakelite Corporation.

Albert E. Haase continues as secretary-treasurer.

## Joint Committee on Advertising Ethics

In the annual report of the president, special prominence was given by Guy C. Smith to the work that has been done as the result of



# ONE OF THE 506 EXCLUSIVE ACCOUNTS

Neet is another of the 506\* Nationally Advertised Products that used The Examiner exclusively in San Francisco during 1928.

Daily articles on personal charm, written by "Melisee," beauty editor of The Examiner, have helped to create an exceptionally responsive audience of women readers for the advertising of all products appealing to women's desire for beauty and comfort.

*\*The 506 accounts do not include 109 exclusive Automotive and Financial accounts that bring the total to 608.*

## Neet



## San Francisco Examiner

Monarch of the Bulletin

One of the 28 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

W. W. CHEW	A. R. BARTLETT	J. D. GALBRAITH	F. W. MACMILLAN
285 Madison Ave.	3-129 General Motors Bldg.	612 Hearst Bldg.	625 Hearst Bldg.
NEW YORK CITY	DETROIT	CHICAGO	SAN FRANCISCO

# HOW BIG IS

**BIGGER**, than the entire population of either Kansas, Nebraska, Washington, Florida, Connecticut or any of twenty-one other states in the Union. Yet the farthest point is but little over seventy miles from Indianapolis. Consequently, this compact and unified market is *dominated* by one newspaper. The result is that you can *concentrate* in "The Great Hoosier Daily" and sell The Indianapolis Radius thoroughly and economically.



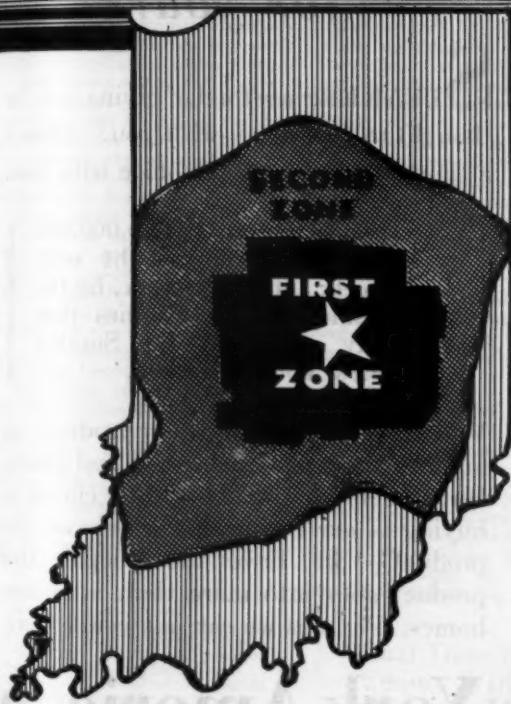
*The*  
**INDIANAPOLIS NEWS**  
*sells* **The Indianapolis Radius**  
DON BRIDGE, Advertising Director

New York:  
DAN A. CARROLL  
110 East 42nd St.

Chicago:  
J. E. LUTZ  
Lake Michigan Bldg.

The Ne

# THIS MARKET



*The News . . . ALONE . . . Does The Job!*

# Minding our own business .. *with a suggestion for yours!*

**S**PEAKERS are fond of giving you "a thought to take away with you." Here's a thought to keep in the office with you:

[ Food for more than 21,000,000 meals will be bought next week, and every week, by the women in the families that buy and read the Sunday New York American. ]

Whether they buy your product, or another's, is your business — and theirs. But to help you influence their choice in buying is *our* business. You have the product — we have the people. *Our* product goes into more than a million homes. Perhaps we can put yours there.

## New York American

*"A better newspaper"*

**PAUL BLOCK, Inc.**

National Advertising Representative

New York    Boston    Philadelphia    Chicago    Detroit    San Francisco

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meetings called to consider the Smoot Bill which proposes Government censorship of advertising. Out of discussions with A. N. A. members and representatives of other advertising groups, there resulted a plan to discourage passage of the bill and further to co-ordinate the efforts of advertising in the cleaning of its own house.

The efforts of the A. N. A. in this direction, Mr. Smith said, followed through the association's condemnation of insincerity in advertising during the last few years when resolutions attacking misuse of and misrepresentation in advertising were passed. These efforts have succeeded in getting together a representative body of advertising interests whose one object will be to rid national advertising of objectionable practices.

At a recent meeting of this group it was decided that no new advertising organization is needed to do the necessary work and exercise vigilance, but that the group itself should become a part of the National Better Business Bureau, Inc., and become, so to speak, its motivating force.

This group, which is known as the Joint Committee on Advertising Ethics and Practices, has been invited, Mr. Smith informed the convention, to function as an advisory body to the National Better Business Bureau. Membership of the Joint Committee will be made up of twenty-four members, as follows:

- Association of National Advertisers (4 representatives)
- American Association of Advertising Agencies (4 representatives)
- American Newspaper Publishers Association (4 representatives)
- Periodical Publishers Association (4 representatives)
- National Publishers Association (2 representatives)
- Associated Business Papers, Inc., (1 representative)
- Agricultural Publishers Association (1 representative)
- Outdoor Advertising Association (1 representative)
- Barron Collier Interests (1 representative)
- National Broadcasting Company, Inc. (1 representative)
- Columbia Broadcasting System, Inc. (1 representative)

There is great interest as to what

can be accomplished by this committee, Mr. Smith said, not only on the part of A. N. A. executives but leaders in other fields of advertising and he expressed the satisfaction which the association feels in sponsoring this activity and obtaining the co-operation of the Bureau and other participating associations.

Mr. Smith also reported that the A. N. A. during the year had been in correspondence with associations of advertisers in other countries which sought the co-operation of the American organization in building up their organization and in establishing a working relationship. These overtures have been favorably received and negotiations now are in progress with the national groups of advertisers in Germany, Great Britain and Australia.

Albert E. Haase, secretary-treasurer, reported a membership in the association of 313, including associates.

As an indication of what information interests members, he presented an analysis of inquiries received which divided themselves as follows:

Advertising technique	31 per cent
Agency relations	3 " "
Export	14 " "
Markets and marketing	12 " "
Sales problems	35 " "

Because of the preponderant interest in sales matters, Mr. Haase ventured the suggestion that, if the association so chose, it could consider a change of name more clearly to indicate the scope of its work.

## What Distribution Census Will Do

The principal value to merchandisers of the Government's census of distribution, as interpreted by H. S. Dennison, president of the Dennison Manufacturing Company before the A. N. A. will be its answer to the problem worrying all industry—what is going to happen to the distribution system? He enumerated the many changes which are taking place as a result of mergers, stating that merchan-

disers are without information to know how to meet the new situations that are arising for they know so little about the market on the other side of the dealer.

To know markets, he said, we must know sales processes and the only way to know is to assemble the desired facts through investigation.

One of the important values, seen by Mr. Dennison will be the inducement to get dealers to keep records they ought to have and which, under present conditions, many do without.

Endeavor is being exercised to prevent the questionnaires from being involved, yet asking enough to get dealers to think in terms of order. Two forms will be used, a short one and a long one. The short form will be used in towns of less than 10,000 population and will be handled by mail. The long form will be accompanied by an enumerator who can explain the detailed questions to dealers. If the long form is sent to the smaller communities, it is felt, dealers might be discouraged from answering it. The short form, therefore, will ask only a comparatively few fundamental questions. Even so, said Mr. Dennison, many needs of the business world will be helped by this rough assembling of information.

### Radio Gets a "Speakerless" Session

As has been customary at previous A. N. A. conventions, the program allowed for various groups to get together for a discussion of those merchandising problems which particularly concern associated groups. There were six such meetings planned with no speakers assigned. A list of topics was issued for each group which proceeded under the direction of a chairman.

At the last minute, because of the interest evidenced in broadcast advertising, a special speakerless session was arranged at which about thirty delegates spent the greater part of the evening. The

session was closed to the trade press but some indication as to what trend the discussion took is indicated by two incidents that occurred in general sessions.

One incident was the report of Lee H. Bristol, chairman of the radio committee. He stated that there will be made, for the benefit of the association, a study which will bring together all known facts on radio as an advertising medium. The study will cover the recent growth and development of this medium, free from the elements of unconscious bias of advertisers either for or against the medium.

The second incident was a comment of S. E. Conybeare, Armstrong Cork Company, who declared that there is an educational job to be done in the radio broadcasting industry. Many of those who operate stations have no conception as to the use of radio as an advertising medium, he said, and suggested that advertisers meet with station operators as a group and talk things over, looking toward standardization so advertisers may be assured of getting time arranged, and other co-operation afforded by older mediums that have standardized their practices.

In general session, R. A. Bradt, vice-president, The Maytag Company, told of his company's experience with recorded programs, following a special broadcasting demonstration made in conjunction with an address by L. S. Baker, managing director, National Association of Broadcasters.

Some advertisers, said Mr. Bradt, have been sold on high cost programs because these programs tickled their ears, but they had little knowledge of the sales results of such programs. Maytag, he explained, wanted to go on where they left off, picking mediocre programs and loading them with advertising.

After a trial, the company sounded out its sales staff which responded with comments like, "You are on the wrong station." "Your program is rotten," and "Your advertising is not going over." But, he added, they would all reply that poor as the program was, it helped

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# MORE HOME-DELIVERED CIRCULATION THAN BOTH LOS ANGELES HEARST NEWSPAPERS COMBINED

## LOS ANGELES TIMES

Eastern Representative: Williams, Lawrence & Creamer Co., 380 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.



them in their efforts to sell Maytags.

The Maytag recorded programs are staggered so that there is small chance of repetition or multiple reception from the same or nearby stations. Stations are picked just as newspapers would be, choosing those cities that parallel Maytag distribution. As to "canned" programs, Mr. Bradt is of the opinion that advertisers are dealing with a reasonable public, which, accepting and patronizing "canned" shows, will not take offense at "canned" broadcasts so long as they are not made to feel that their intelligence to differentiate is not being imposed upon.

### Other Group Meetings

Another lively "speakerless" session was one held by the drug products group under the chairmanship of Edwin B. Loveland, Stanco, Inc. Members of this group discussed sales substitution of products by retail clerks and counterfeiting of labels and products by "pirates."

This problem was discussed at length and came before the closing general session when the association adopted the following resolution:

WHEREAS—under present local and State laws it is possible for anyone to register trade names closely resembling those of well-known companies and products and to operate under the protection of such laws in the deception of the public as to the goods and services offered for sale, be it therefore

RESOLVED—that the Association of National Advertisers invites the attention of commercial organizations and law-making bodies to the importance of remedying these conditions by the enactment of such statutes as will protect legitimate business from the damaging attacks of unscrupulous imitators.

The food products group, with John H. Platt, Kraft-Phenix Corporation, presiding; the household products group, Gilbert H. Durston, Mohawk Carpet Mills; apparel group, Emanuel J. Weil, Van Raalte Company, and the building material group, J. L. Grimes, Wheeling Steel Corp., presiding, all continued in session long over the time scheduled.

The export group, with Mr. Conybeare presiding, was attended by Eric King of the Department of Commerce, and O. K. Davis, secretary of the National Foreign Trade Council. So much interest was shown that the group has under consideration holding monthly meetings at New York.

### C. J. Eastman Joins Hearst Organization

Charles J. Eastman, formerly advertising manager of the Taylor, Ewart Company, Chicago, and at one time with Williams & Cunningham, Inc., of this city, has been appointed to represent the financial advertising departments, at Chicago, of the following Hearst newspapers: San Francisco Examiner, Los Angeles Examiner, Seattle Post-Intelligencer and Washington, D. C., Herald.

### Broholm and Phelan, New Business at Omaha

F. E. Phelan, for the last six years associated with Pierce's Farm Weeklies, and Ray E. Broholm, formerly vice-president of the Coolidge Advertising Company, Inc., Des Moines, Iowa, and more recently with the Stanley H. Jack Company, Omaha advertising agency, have started an advertising business of their own at Omaha, under the name of Broholm and Phelan, Inc.

### Wells Agency Forms Survey Subsidiary

The Wells Advertising Agency, Inc., Boston, has formed a subsidiary company under the name of The Wells Company for making marketing and merchandising surveys. This work will be under the management and direction of Raymond V. Seitz, who has been with the Sherman Corporation of New York, industrial engineers, for many years.

### Bank Group Appoints Seattle Office of Erwin, Wasey

The First Seattle Dexter Horton National Bank, First Seattle Dexter Horton Securities Bank, and the First Seattle Dexter Horton National Bank Group, comprising eight affiliated Seattle Banks, have appointed the Seattle office of Erwin, Wasey & Company to direct their advertising account. Newspaper, direct-mail, business-paper and outdoor advertising will be used.

### Karl Mansfield with R. F. Walker Agency

Karl Mansfield, formerly with the Minneapolis Tribune and, more recently, the Van Allen Company, Chicago advertising agency, has joined the R. F. Walker Advertising Agency, Inc., of Chicago.

# 99% Coverage in Muskegon

In  
Greater Muskegon  
there are  
13,555 families and  
The Muskegon Chronicle  
**NET PAID**  
City Circulation 16,329  
Total 21,513

Muskegon is a Booth News-  
paper city and a part of the  
Booth Newspaper Area.

The Muskegon Chronicle is  
one of eight Booth Newspapers,  
each of which offers a con-  
centrated coverage of its home  
city and surrounding territory.

The complete coverage of  
The Chronicle is duplicated  
by every Booth Newspaper  
in the Booth Newspaper Area

These Booth Newspapers  
Offer 280,494 Paid Evening Circulation in Michigan

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

L. A. KLEIN, Eastern Representative  
50 East 42nd St., New York

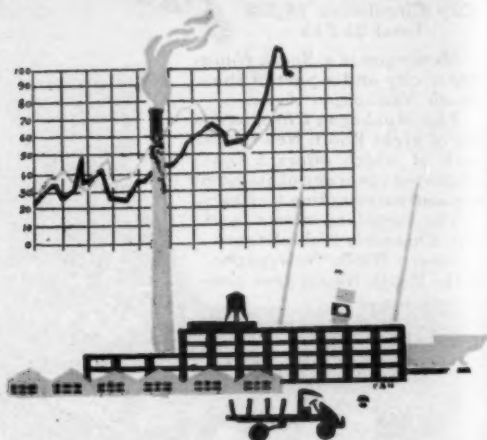
J. E. LUTZ, Western Representative  
180 North Michigan Ave., Chicago

**BOOTH NEWSPAPERS, Inc.**

Central Office: 1200 Buhl Bldg., Detroit, or any newspaper listed.

FEATURES THAT MAKE THE SUN PRO

# Finance



**M**EN AND WOMEN OF MEANS PREFER  
The Sun because its financial pages are so often first with  
news of vital importance to investors.

They read it because of its thorough and penetrating analysis  
of the daily developments in Wall Street . . . because of the  
extraordinary accuracy and readability of its tables . . . and  
because it gives today's financial news today, while it is still  
fresh and important.

Every day The Sun's tables cover all the trading on the Stock  
Exchange, the Curb Market and the Produce Exchange. . .  
Every day The Sun gives quotations on a large number of  
Unlisted Securities and on the transactions on the important

The News

## S U P E R P R O D U C T I V E F O R A D V E R T I S E R S

exchanges outside of New York. . . . Every day it has special articles and tables on money rates, foreign exchange and many other subjects of vital concern to the business man and the investor. . . . And every Saturday there is a special weekly review of business from the international as well as from the domestic viewpoint.

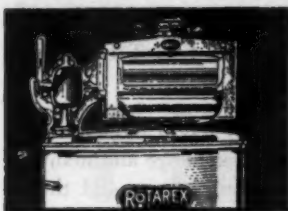
An outstanding advantage of The Sun's financial news is its timeliness. A few minutes after the exchanges close, the Night Edition is on the newsstands—with comprehensive and accurate tables of the day's trading.

Naturally, The Sun has a much larger circulation among bankers, brokers and business executives than any other New York evening newspaper.

*ADVERTISERS who want to reach the prosperous people of New York—people who have money to invest in stocks and bonds—should be guided by the experience of financial firms, who use more space in THE SUN than in any other New York evening newspaper*

The  Sun  
NEW YORK

The Newspaper of Distinction in its Readers, its News and its Advertising



# ROTAREX

*built by Apex*

**advertised in St. Louis  
exclusively in  
THE ST. LOUIS STAR and the  
other large evening newspaper**



*During the  
First 9 Months  
of 1929  
The St. Louis Star  
Gained  
352,866 Lines  
in  
National  
Advertising*

Advertising gains are an accepted index of a newspaper's progress. That the St. Louis Star has shown real progress is best indicated by the following two-year September advertising record: In total paid advertising during September, 1928 and 1929—compared with September, 1927—The St. Louis Star gained 161,808 lines... a gain greater than the combined increases of all other St. Louis daily newspapers.

## THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

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# The Second Ten Copy Bromides

Every Piece of Copy Is a Letter or a Telegram—Aesop Glim Discusses Both for the Benefit of Beginner and Experienced Ad-Crafter

By Aesop Glim

EVERY piece of prose writing is either a telegram or a letter.

In a telegram you endeavor to say as much as possible in as few words as possible and you pay a premium for every word "over." A telegram is just dandy when you seek to impress a young lady with your devotion and extravagance—by wiring her, "Happy birthday love love love love love love love." If she knows you well enough and is fairly well sold, that might be some of the most effective reminder copy you could write.

Of course it wouldn't be as strong selling copy as if you could write her, "The boss has come across with a 50 per cent raise, to be effective the first of the year. I have signed a lease on an eight-room house in Pleasantville and want you to get here as soon as you can to select furniture and draperies. I have also had Tiffany lay aside three rings, from which I hope you will be able to make a choice you will like. R. S. V. P."

Faithful readers of these articles will not be surprised to learn that Aesop Glim much prefers the letter to the telegram.

In the form of the telegram, you have the structure for the car card, the poster, the greeting card and for Display (sometimes called Reminder) Copy. For quick and easy reading you had better figure that thirteen words is your inviolable upper limit in Display Copy. The penalty for "over" words is usually in the loss of memory value.

I, Aesop Glim, have no fight with either car cards or posters.

I am against Display Copy in general, solely because I have never run across a need for it—in lo, these many, many years! Even chewing gum is now flirting with selling copy and, in my opinion, to good advantage.

In the form of the letter (as

against the telegram), you have the structure for every other type of prose writing. Every device making for quick and easy reading, for logical sequence of subject matter, for clarity of expression—every such device is equally applicable to the short story, the novel, the essay, the article, the letter and to selling copy. In each case you have a message to put across to your reader. Give it to him in as few words as possible—but in enough words to do full justice to your message and its importance.

One of the most successful advertising men I know—successful both in selling merchandise for his clients and in making money for himself—once uttered this dictum: Every advertisement should be written as though it were the first and last advertisement to appear on that subject.

## How Much Copy?

I pass that on to you as the ideal specification for the writing of Educational (sometimes called Reason Why) Copy—which is the exact antithesis of Display Copy. The definition does not mean to imply that you should pack every advertisement with all that can possibly be said about the product or service you are selling. Say enough to rest your case; enough for you to be satisfied to have your merchandise judged by what each single advertisement contains.

If you accept such a specification for the construction of your advertising, we need hardly stage the battle of Display vs. Educational Copy. Why send a telegram to do a letter's job? You might eventually tear down a stone wall with tack hammers. But Man has now perfected the pneumatic drill—on the theory that Time is Money.

One more word regarding this ideal specification for copy construction—your acceptance binds

you never to put at the top of an advertisement, "This advertisement is No. 804 of a series of important announcements regarding Duplex Widgets."

\* \* \*

And now, if the last of the Experienced Ad-Crafters will leave the room, we will proceed to discuss some of the quintessential Bromides of the Bromides. In other words, some wholly elementary conceptions, designed to keep a man writing the kind of copy which sells goods.

If your advertisement is going to sell goods, it must be: first, *noticed*; second, *read*; third, *believed*. Assuming that the goods have merit and that you know why people ought to want them, just run an advertisement which will be noticed, read and believed and the world will beat a pathway to your door.

*Getting your advertisement noticed* is the job of the layout, the headline and the main illustration—working as a composite unit. While your prospect is going through the publication, thinking of everything in the world except your goods, the layout, headline and illustration must have sufficient arresting power to reach out and stop him. And something more . . . they must force him into the first paragraph!

How's it done? Well, not with mirrors! But PRINTERS' INK is not going to pay me twice for telling you. Look up your recent issues!\*

*Getting your advertisement read* rests on three major premises. The most important lies in having a logical sequence of ideas. The arresting power of your advertisement has been sufficient to get your prospect into the first paragraph. You can be sure that he still has no desire to read your advertisement. But the structure of your copy keeps him reading clear through to your business ending—where you issue the invitation to do something about it.\*\*

\*September 26, page 17—"Fundamentals of the Headline."

October 3, page 49—"The Illustration and Its Job."

\*\*October 17, page 92—"The Copy Writer's Eternal Triangle."

The second premise lies in the use of simple language. And the third premise in the use of simple sentence structure.\*\*\* Along with the assumption that your prospect didn't want to read your advertisement in the first place, you are safe in assuming that he is fourteen years old.

*Getting your advertisement believed* also rests on three major premises. Make statements which carry conviction (speak forcefully). Make statements which do not challenge belief (not a matter of veracity). Avoid superlatives for which you, the advertiser, are the authority.

I can expatiate on this matter of credibility—and you well know that Aesop Glim *will* expatiate. But first I want to show you how sweetly this whole Noticed-Read-Believed formula boils down into a triple set of triplets. (Just the thing to make the Experienced Ad-Crafter writhe.)

To be successful, your ad must be: (1) noticed; (2) read; (3) believed.

Getting your ad *noticed* depends upon

- (a) the layout
- (b) the headline
- (c) the main illustration
- their combined arresting power

Getting your ad *read* depends upon

- (a) having a logical sequence of ideas
- (b) the use of simple language
- (c) the use of simple sentence structure

Getting your ad *believed* depends upon

- (a) statements which carry conviction
- (b) statements which do not challenge belief
- (c) avoiding superlatives for which you, the advertiser, are the authority

What sort of statements carry conviction? Is forcefulness a matter of your tone of voice?

Why does Aimee Semple MacPherson take up the collection during services instead of letting you send it in later?

Well, anyhow, no matter how eloquent your copy, you can't be on hand to take up the collection—so you must rely on something more

\*\*\*October 10, page 41—"The First Ten Copy Bromides."



**In This Issue:**

READ, particularly, "Who Shall Slow Down—a Few, or All?"—a penetrating analysis of the outlook in the automobile industry.... "Canadian Wheat—the Gamble of the Century."—the Dominion plays for staggering stakes in a game we may try to learn.... "Do Foreign Branch Plants Pay?"—a survey by THE BUSINESS WEEK reveals some startling facts and figures.... "Bad Checks Increase 20 Per Cent a year."—new tricks in a \$220,000,000 racket.

**News,****and what it's all about—**

"What does it mean? How will it affect business—how will it affect *my* business?" These are the questions The Business Week answers for you—briefly yet completely.

To read this new *news-weekly* is to know what has happened and what it's all about.

**THE  
BUSINESS  
WEEK****ON THE NEWS STANDS NOW—15¢****A MCGRAW-HILL PUBLICATION**

than eloquence and timbre. The conviction an advertisement builds must last long enough to take them to the store and make them refuse a substitute.

Your strongest allies are the simple declarative sentence and the present tense. Don't go Socratic on your prospect. He doesn't care to be cross-examined. And he's not under oath. Ask him a question and you get a flip answer—if any. Beg, and he loses all confidence. Threaten, and he mutters, "Applesauce!" But he is an American and he won't have you arrested for trying to make a sale. Find a common meeting ground. Tell him something you both know. And then tell him a related fact about your goods. And tell him in the present tense.

Don't try to tell him that your product can or might or could or would or should. State that it *does*—that it is doing it.

I apply to you for a job and say, "I make a stab at writing." Would I inspire confidence? But suppose I say, "I can write." Have I convinced you? "I am a writer." You say to yourself, "A poseur—self-conscious." "I write."

As to statements which do not challenge belief—I have indicated that this is not a question of how true your statements are. (You needn't be a Pollyanna to fight for truth in advertising. Money is made when a product repeats. Misleading statements do not build repeat businesses.) *Don't challenge belief* means simply that you rarely use a "Believe it or not" in advertising.

Avoid superlatives for which you, the advertiser, are the authority. You may be selling the supreme widget of the world. Don't say so in so many words. (And that again is no plea on behalf of your competitors.) You want your prospect to believe that yours is the supreme widget of the world. Sometimes you can take a little of the sting off by writing your copy in the third person—The Duplex Widget Corporation are the makers of the supreme widget of the world. But that's not a great deal better.

Whom can you get to say it for you? Testimonial advertising—as a basic formula—is the ideal advertising. There's no evidence quite equal to satisfied customers—unless you can get a disinterested and respected third party to testify for you.

When I applied to you for a job, would you have been interested in hearing me say, "I am the ablest writer in Keokuk"? Suppose my former employer wrote you, "One of the ablest men we have ever had." But now suppose some outsider told you simply that he had been hearing favorable things about me, from various people, for the last five years.

Testimonial advertising is closely akin to the man who makes a better mousetrap. But, because of much use and abuse—and with all the sophisticated, modern trappings it has gathered—the testimonial formula is now one to approach with caution.

As well as a good bank balance.

### Pedlar & Ryan Appoint Arthur W. Munn

Arthur W. Munn, recently art director of Benton & Bowles, Inc., New York advertising agency, and, previous to that, with Young & Rubicam, Inc., New York, as head art director, has joined Pedlar & Ryan, Inc., advertising agency of that city, in the same capacity.

David F. Crosier, formerly with the Condé Nast Publications, Inc., New York, and later with the Columbia Broadcasting System, has also joined Pedlar & Ryan. He will be in charge of broadcasting activities.

### Whiz Appoints M. E. Goldman

Martin E. Goldman, formerly with the Kingsley-Miller Company, Chicago, Monogram radiator caps and automotive products, has been appointed sales development and advertising manager of the R. M. Hollingshead Company, Whiz hand and auto cleaner, metal and furniture polish and auto lubricants. He was, at one time, assistant sales development manager of the Motor and Equipment Association.

### L. N. Jones, Advertising Manager, Dunn & McCarthy

Lawrence N. Jones, of the sales staff has been appointed advertising manager of Dunn & McCarthy, Inc., Auburn, N. Y., manufacturer of Enna Jettick shoes.

# The *Daily* Star and The *Weekly* Star

**T**HE WEEKLY KANSAS CITY STAR is a farm paper. It would not interest city people. Everything in it reflects the rural viewpoint.

City persons desiring a basis by which to judge the standing of The Weekly Star can find such a parallel by comparing The Weekly Star with The Daily Star.

*Just as The Daily Star has the most thorough circulation coverage of all daily newspapers, so does The Weekly Star have the largest rural route coverage of all farm weeklies.*

The two combined, reach approximately one-half of all the families, both urban and rural, in Kansas and Missouri, excluding only the families in St. Louis.

Stores serving farmers prefer to stock merchandise that is advertised in The Weekly Star. They know that such merchandise moves fast and yields quicker turnover and profits.

## The Weekly Kansas City Star.

Largest Weekly Rural Route Circulation in America

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# BUSINESS

## IN THE TRUE CLEVELAND

**O**UTBOUND Freight, Bank Clearings, and Employment Index, those three favorite business barometers, all evidence the prosperity of the TRUE Cleveland Market.

Reports recently compiled for the first nine months of 1929 show Cleveland to be enjoying unusually favorable business conditions, with every indication that this prosperity will continue unabated thruout the winter of 1929 and the spring of 1930.

Here, then, is an unusual opportunity for you to tell the story of your merchandise with the certain assurance that the people to whom you are talking have the money with which to buy.

Particularly is this true, if your advertising appears in the newspaper which is read in nine of every ten English-reading Cleveland homes.

Need we say "Press"?

# The Cleveland Press

Detroit • Atlanta • Dallas  
San Francisco

NATIONAL ADVERTISING  
230 Park Avenue, New York

THE ADVERTISING BUY

# IS GOOD CLEVELAND MARKET



There is a picture of the TRUE Cleveland Market, 15 miles in radius, 1,525,000 in population, the only area in which Cleveland business influence, the only area in which Cleveland newspaper advertising is effective. These facts have been proved many times by many unbiased marketing authorities, among whom may be numbered: J. Walter Thompson Co., Dartnell Corp., International Machine Corp. (publishers of Cosmopolitan), The Management Magazine, Cleveland Chamber of Commerce, Ohio Bell Telephone Co., Editor and Publisher, Shopping News, 100,000 Group American Cities, Audit Bureau of Circulations (in authority of the three Cleveland publishers), Standard Rate and Data Service, and Five surveys covering 436 leading Cleveland retailers, distributors, wholesalers, and jobbers of Cleveland and northeastern Ohio. Surely this could be positive proof of the contention of the Cleveland Press that only in this area can Cleveland newspaper produce results, make them profitable.

## Freight, Rail— Outbound Cars

	1929	1928
Jan.	32,460	25,691
Feb.	31,056	27,469
Mar.	38,870	33,996
Apr.	43,952	32,109
May	56,198	37,917
June	43,059	42,857
July	53,724	40,595
Aug.	54,743	47,134

## Bank Clearings

	1929	1928
Jan.	\$647,637,531	\$554,877,963
Feb.	560,294,480	496,788,620
Mar.	653,606,848	533,332,905
Apr.	680,098,768	548,090,867
May	672,709,452	571,194,343
June	661,853,028	592,589,348
July	721,180,097	604,385,219
Aug.	668,379,033	558,163,148
Sept.	668,398,010	575,784,822

## Employment Index

	1929	1928
Jan.	117.9	103.2
Feb.	123.6	105.9
Mar.	123.4	107.8
Apr.	123.1	110.5
May	124.0	111.1
June	123.8	111.1
July	124.2	111.3
Aug.	125.0	113.8
Sept.	124.0	114.5

# Press

OVERSING DEPARTMENT  
Michigan Ave., Chicago

BUY IN CLEVELAND



First in  
Cleveland

Philadelphia • Buffalo  
Los Angeles

# Fifty million for food, and what about it?

New Orleans' annual grocery bill is \$50,966,275.00,\* which would indicate that, as you have heard several times, New Orleans is right fond of eating.

Now—this won't dismay some of you, though it may make others do some figuring—check your gross sales of food products in New Orleans against your fair share of that fifty millions plus.

Then it's time to remember that one newspaper in New Orleans reaches 99,741 families every food-buying morning, a lead of 34,441 over the second medium's daily coverage.

That newspaper is The Times-Picayune, whose daily features on the women's pages, including the very popular and entertaining "Eve-Up-To-Date" column and the Saturday Market Basket pages, have made it the food guide of practically every financially competent New Orleans household.

Incidentally, The Times-Picayune regularly publishes more than twice the food lineage of the afternoon-and-Sunday newspapers combined.

## The Times-Picayune

**In New Orleans**

Representatives: Cone, Rothenburg and Noce, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

Member 100,000 Group of American Cities, Inc.

Member Associated Press

\*Great Markets of America.

# Two More Defenders of the C. O. D. Mailing Card

The Post Office Department Is Petitioned to Retain This Privilege

[EDITORIAL NOTE: In the September 19 issue of *PRINTERS' INK* it was stated editorially that the Post Office Department is considering dropping the C. O. D. mailing privilege. In the October 17 issue was printed a letter in defense of this privilege that was sent to the Postmaster General of the United States, "C. O. D. Mailing Card Brings 27 Per Cent Inquiry Return." Following are two more letters which have been sent to the Post Office Department asking that the C. O. D. plan be not dropped.]

WAGNER ELECTRIC CORPORATION  
SAINT LOUIS

October 10, 1929.

POSTMASTER GENERAL,  
Washington, D. C.

DEAR SIR:

According to the September 19 issue of *PRINTERS' INK*, there is a rumor that the business reply card mailable under Section 384½ P. L. & R., may be discontinued because of lack of users.

This company wishes to go on record as very much opposed to the discontinuance of the business reply card, as the postal card which had to be used heretofore was very wasteful.

In a small mailing campaign taking place during the months of September, October and November of this year, we are using 96,000 business reply cards from which we expect a return of 5,000 inquiries. Our cost for postal cards alone would be \$960 and add to that about \$215 for printing the cost would run \$1,175. Compare this with a cost of \$313 for business reply cards, and a \$100 service charge for the return of 5,000 inquiries, bringing the total to \$413. Thus, our cost for cards would be 285 per cent higher if we had to use postal cards instead of business reply cards.

Incidentally, a test mailing has shown that we get just as high a percentage of inquiries using a business reply card as we do when using 1 cent postal cards, so to go

back to the postal card merely means a big loss to us.

WAGNER ELECTRIC CORP.,  
C. B. DIETRICH,  
Sales Promotion Div.  
\* \* \*

NEW ROCHELLE, N. Y.  
October 7, 1929.

THIRD ASSISTANT POSTMASTER,  
Washington, D. C.

DEAR SIR:

The article, "C. O. D. Postage Plan May Be Dropped," appearing in *PRINTERS' INK* for September 19, interests me because I was the one who first suggested this plan—as witness my letters in the advertising journals over fifteen or more years ago.

From this *PRINTERS' INK* article I take the following opinions of the postal officials:

- "the system will never reach the popularity anticipated by its sponsors";
- "tests with reply cards and envelopes . . . have convinced advertisers that the new plan is not profitable";
- "the C. O. D. plan is not profitable for all classes of advertisers."

Whoever claimed that *one style of magazine advertising* was suitable for all advertisers?

Whoever claimed that *a certain magazine* would be the one proper medium for all advertisers to use?

How many advertisers *have found* that a certain page advertisement brought unusual results, while the previous or the succeeding advertisement in the same magazine, going to the same subscribers, was a failure?

And the answer to this is that the *presentation*, plus the appeal, were the contributing factors that decided the results.

It is unfair to compare the results of a C. O. D. postcard or envelope with those of a *cleanly* addressed and printed card or envelope.

The very face of a C. O. D. card or envelope is enough to cre-



ate a mental opposition, conscious or otherwise, the moment a receiver opens the enclosure.

You might as well compare a Leyendecker drawing appearing in colors in almost any magazine, with a stud horse type set-up in a cheaply printed newspaper, or a poster announcing a country auction.

I maintain that the very looks of the C. O. D. cards and envelopes destroy their effectiveness.

Why cannot three-quarters of the matter now appearing on these C. O. D. cards and envelopes be eliminated?

Cannot the name "Business Reply Card," the line "No Postage Stamp Necessary, etc.," the blatant "2c. Postage Will Be Paid By—" and the impress of a railroad's tracks be combined, if not largely omitted entirely?

*Dress up* the faces of these mailing facilities, and you'll find a great change in the returns between business reply cards, and, the use of the regular 2-cent stamps.

Why the five different styles of type faces?

If you must have the eleven prisoners' stripes down the right-hand margin, why not make this one wavy line, perpendicular—sort of a tail to the "box" in the upper right corner?

Don't condemn anything until the factors, *all of them*, can be honestly compared.

GRIDLEY ADAMS.

### Death of C. F. Trick

Charles F. Trick, for the last three years with Collins-Kirk, Inc., Chicago advertising agency, died at that city last week as the result of an accident. Originally a newspaper man, for nearly twenty years he had served as a copy writer with a number of Chicago advertising agencies, including the Gundlach Advertising Company, the Matteson-Fogarty-Jordan Company, Inc., and the Chicago office of Ruthrauff & Ryan, Inc. He was forty-nine years old at the time of his death.

### Venus Pencil Account to B. B. D. & O.

The American Lead Pencil Company, Hoboken, N. J., maker of Venus pencils, has appointed Batten, Barton, Durstine & Osborn, Inc., New York, to direct its advertising account.

### Kelvinator Advances J. S. Sayre

J. S. Sayre has been promoted to the position of sales manager in charge of domestic and commercial distribution of the Kelvinator Corporation, Detroit, Kelvinator Electric Refrigerators. Since February of this year, he has been assistant director of sales in charge of districts. Previously he had held many sales executive positions with the Kelvinator organization, including those of domestic sales manager and New England district manager.

### New Accounts to Addison Vars

The Dahlstrom Metallic Door Company, Jamestown, N. Y., manufacturer of metal doors and trim, has placed its advertising account with the Rochester office of Addison Vars, Inc., advertising agency. Business papers and magazines will be used.

The Brannock Device Company, Syracuse, N. Y., manufacturer of scientific measuring devices, has also appointed the Rochester office of the Addison Vars agency to direct its advertising account. Business papers, magazines and direct mail will be used on this account.

### B. F. Goodrich Appoints General Sales Manager

Robert McTammany, formerly with the merchandising staff of The B. F. Goodrich Company, Akron, Ohio, has been appointed general sales manager of that company, succeeding L. A. McQueen, who has resigned. Mr. McTammany has been with the Goodrich company for the last twenty-four years, having been, at one time, Central district manager of tire sales.

### Forbes Lithograph Combines New York Sales Offices

The Forbes Lithograph Manufacturing Company, Boston, has consolidated its two sales offices at New York into one and has appointed Joseph D. Sayles, who for many years has been its special representative at New York, as sales manager of the New York office.

### New Account for Presbrey Agency

Herbert A. Nieman & Company, Thiensville, Wis., breeders of silver foxes, and the New York Auction Company, brokers for the Nieman company, have placed their advertising account with the Frank Presbrey Company, New York.

### Joins Anderson, Davis & Hyde

Mrs. Crete M. Dahl, formerly advertising manager of The Esmond Mills, New York, cotton and wool blankets, has joined the staff of Anderson, Davis & Hyde, Inc., advertising agency of that city.

# PENNSYLVANIA

**Rich in agriculture and resources—great in commerce and industry—from historic Philadelphia to the important inland port of Erie—a market that must be carefully covered.**

**The Packer organization—operating outdoor advertising plants in Pennsylvania, as in fifteen other states—will give you the same type of painstaking, conscientious service that has won high favor among the country's greatest advertisers and their agents.**

# PACKER

**Executive Offices:**  
**UNION TRUST BLDG.**  
**CLEVELAND, OHIO**

**Operating Office for**  
**PENNSYLVANIA**  
**ERIE**

# Fundamentals Behind the Counter

The Manufacturer Who Would Improve Retail Selling Must First Learn Retailing Himself

By Leon P. Dutch

Marketing Counselor, Doremus & Company (Advertising Agency)

IN a hardware store in a New England town not long ago, a customer was looking at thermometers. Confronted with an array of many styles, the customer hesitated. He didn't know. So many kinds, all at different prices.

"Now that one, there," he said, "that white one, looks to be all right. But it seems to me the price is kind of high. Two-seventy-five."

Right there the salesman applied what he thought was salesmanship—and he had been in the retail hardware business for twelve years.

"That white thermometer," he told the customer, "is well worth the money. It's the best brand I've ever carried. As you can see, it's made by Fahrenheit."

The point of that story really is dual. For I passed the story on—told it to another hardware salesman in another town. But he didn't laugh. Instead, he looked troubled and said:

"Well, either I'm dumb, or there's something wrong with your story. For I don't see the joke."

Every man who buys goods in retail stores—and that classification takes in everybody—can recall from his own experience instances of poor salesmanship, of ignorance of merchandise, of substitution, of discourtesy, and of common, everyday thick-headedness. And the instances are so numerous—as witnessed by the fact that each of us

remembers so vividly every instance of the opposite kind—that the outlook seems discouraging.

What has become of all the educational effort exerted by manufacturers? The answer to that question is an answer of several components. Some of the effort has

gone for naught because those to whom it has been directed have been—and are—of mental ages rather low. Some of the loss may be attributed to labor turnover in stores—to the fact that salespersons come and go so fast they haven't time to absorb instruction. Some of it may be attributed to other internal conditions; for example, I've even heard it said that buyers—the heads of departments—are inclined to bottle up within themselves any knowledge of merchandise and salesmanship they may

possess, to the end that they may protect their jobs against the ambitions of subordinates.

Admittedly, all these causes will account for some of the lost energy. But there is another cause that often is overlooked; and that cause is this:

Much of the sales-educational effort directed at retail clerks is misconceived and misguided.

Some of it shoots too high. For example, recently I read a sales manual that, in its text, contained the phrase, "the evaluation of merchandise." The manual, issued

**R**ECENTLY, the author of this article read a sales manual, compiled for department store salesgirls, which contained the phrase, "the evaluation of merchandise." Many salesgirls, he says, encountering that word "evaluation," will conclude that if salesmanship is that kind of stuff it is far over their heads—and the sales manual is doomed.

This sort of thing, the author declares, is at the bottom of the failure of so much material issued by manufacturers and designed to improve retail selling. In other words, those who compile this sort of material have never been behind a retail counter—they do not know the retail clerk from first-hand contact.

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**CLEVELAND IS AN EVENING NEWSPAPER CITY**

---

## How Cleveland Merchants Invested in Daily Newspapers During September

### SHOE STORES

**12 or 60% used EVENING EXCLUSIVELY**

**4 or 20% used all daily papers**

**4 or 20% used morning exclusively**

### MEN'S CLOTHING

**11 or 50% used EVENING EXCLUSIVELY**

**11 or 50% used all papers**

**NONE used morning exclusively**

### WOMEN'S WEAR

**15 or 60% used EVENING EXCLUSIVELY**

**5 or 20% used all papers**

**5 or 20% used morning exclusively**

### DRUG STORES

**6 or 75% used EVENING EXCLUSIVELY**

**1 or 12.5% used all papers**

**1 or 12.5% used morning exclusively**

### RADIO

**46 or 83.6% used EVENING EXCLUSIVELY**

**6 or 10.9% used all papers**

**3 or 5.5% used morning exclusively**

### FURNITURE AND HOUSEHOLD

**30 or 69.7% used EVENING EXCLUSIVELY**

**10 or 23.3% used all papers**

**3 or 6.9% used morning exclusively**

*All figures from Media Records, Inc.*

# THE CLEVELAND NEWS

*George A. McDevitt Co., National Representatives*

## Over 55 Per Cent Gain in Baltimore Construction for 9 Months of 1929

Building and engineering contracts awarded in Baltimore during the first nine months of 1929 show a gain of 55.89 per cent. over the corresponding period of 1928.

Of these awards, 48 per cent. was for industrial buildings, 11 per cent. for commercial buildings and 26 per cent. for residential buildings.

Yes, Baltimore is growing—industrially, commercially and residentially. And The Sunpapers are growing with Baltimore, as the latest circulation figures show:

**THE SUNPAPERS in SEPTEMBER**  
**Daily (M & E) 293,395**  
*7,773 Gain over Sept. 1928*

**THE**  
MORNING



EVENING

**SUN**  
SUNDAY

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

C. GEORGE KROONERS  
First National Bank Bldg.  
San Francisco

GUY S. OSBORN  
369 N. Michigan Ave., Chicago  
JOSEPH R. SCOLARO  
General Motors Bldg., Detroit

A. D. GRANT  
Constitution Bldg., Atlanta, Ga.

The r  
(Read



**The new Baltimore Trust Building**  
(Ready for occupancy about November 10)

by a big and high-grade manufacturer, was intended to improve the salesmanship of girls behind the counters in department stores. Now I submit that many a salesgirl, encountering the word "evaluation," will conclude that if salesmanship is the kind of stuff she's supposed to get out of that book, then salesmanship is far over her head and that maybe she'd better go on selling gloves or lingerie or jewelry in her own, original way.

I scarcely can believe that a man who would write that word into a sales manual knows much about salesgirl mentality. Certainly, he doesn't know how the salesgirl talks—nor how her customers talk to her. Never in his life, I venture to say, has he sold goods over the counter. By what right, then, does he undertake to tell others how to sell?

Lest we forget—there's just one place where any man can learn enough about over-the-counter salesmanship to teach it to others. And that place is behind the counter.

The manufacturer's educational efforts in retail salesmanship generally emanate from the manufacturer's sales manager. At least the sales manager inspects those efforts—or ought to inspect them—before they reach the retail salespeople. And the difficulty is that many sales managers are not only better equipped, mentally, than are many retail salespersons, but they are equipped differently. Fundamentally, the manufacturer's sales manager is a wholesaler. He thinks in terms of tonnage and carloads and bolts of merchandise. And the man or woman behind the counter thinks in terms of pounds and dozens and yards.

Of course, I know of sales managers who have the retail viewpoint. They themselves have sold behind the counter. I know of others who direct their salesmen to go behind the counters in their customers' stores and sell goods to the public. And I know of others who, lacking retail experience, do not consider it beneath their dignity to sell across the counter themselves and thus, at first hand,

learn just what retailing is like.

A sales executive, or an advertising executive, might be surprised at what over-the-counter selling could teach him. First, he would learn just what is the kind and the temper of sales resistance his goods encounter. And second, listening to an able retail salesman sell his goods, he would gather something of importance in sales knowledge. For we must remember the exceptions to the rule. In stores everywhere there really are good salesmen. And in my opinion, the actual words of an able salesman, selling a piece of merchandise to a consumer, would constitute the best consumer advertisement for that merchandise that could be written.

We advertisers and broad-scale distributors talk a great deal about how necessary it is that our retailers link their retailing to our merchandising effort. In many an instance, I believe, it would be well if the linkage were reversed.

### *Listen to the Customer*

Let the producer and the broad-scale distributor learn retailing at first hand. Let his salesmen go behind the counter in the hardware store, or the clothing store, or on the floor in the furniture store and sell goods—and listen to what the customers say.

It's rather common for the distributor's salesmen to think that retail salesmen are so dumb that they can't be taught. However, it's essential that the teacher know more than the pupil. In general, so it might be assumed, the distributor's salesmen know their lines. But—

Not long ago I was retained by the proprietor of a furniture store in Quincy. Into the store came a manufacturer's salesman, armed with a portfolio of photographs. He talked to the store proprietor; and, because he didn't know who I was, but seemed to suspect that I might be connected in some way with the management, he also talked to me. I wondered just how much specific information the man might be able to impart to the store's salesmen if we should call a meeting and ask him to talk



to them. And so, when he came to a photograph of a bedroom suite and began talking about it, I stopped him and asked:

"What's the wood?"

That one he knew; for he said, "Birch."

"How many ply?" I asked.

"Three," he said.

"And how is the wood prepared?" I asked. "Is it air-dried?"

"Oh, no," he assured me. "It's kiln-dried."

"By what process?" I inquired.

He glanced at me sharply. Perhaps he wondered if I made furniture. At any rate, he floundered, and was lost. "As to that," he confessed, "I don't know."

"And," I asked, "are you sure that it's only three-ply?"

"No," he admitted. "I'm not sure. Maybe it's five."

And that man was no junior salesman. Incredible as it may sound, he had been selling furniture for twenty-five years! And I happen to know that, in his private opinion, most retail salesmen are dumb-bells.

Was he a rare and uninformed exception among manufacturers' salesmen? It would seem that he must have been. But I'm not sure.

I'm sure, however, of this: that the manufacturer who, having seen to it that his men know his line and having seen to it, also, that they've learned enough, first hand, about retail selling to teach its elements to retail sales clerks—that that man, when he seeks to spread the gospel of better retail selling, will find a ready and eager audience.

He can reach that audience through the printed word. As many a manufacturer has demonstrated, he can achieve results through the use of a sales manual, or through bulletins addressed to the retail clerks. Either of these methods is effective. But far more effective is the method of personal, on-the-firing-line work.

It often is said that the bigger stores are "hard to get into." I don't know who originated that theory. But I do know this: If a salesman should telephone to Mrs. Brooks, who has charge of the

educational work at Filene's store in Boston, and say, "Mrs. Brooks, I have something constructive to pass on to your sales force," her answer would be, "I'll call a meeting for you." And I venture to say he'd get the same answer from any good-sized store in America.

And what is the salesman to impart? Of course, he will talk his line, talk it thoroughly and specifically, from a detailed knowledge of its virtues. And beyond his line, he will talk salesmanship. He will find it worth while to stress such fundamentals as these:

Practice the Golden Rule. It builds good-will and good-will is your store's foundation.

Be courteous to everybody—including the habitual shopper who shops but never seems to buy. Courtesy pays dividends.

In the presence of customers, don't talk with your behind-the-counter neighbors about anything except business.

Know your stock and know your merchandise.

If a customer brings in another person who is to act as adviser, concentrate on the adviser. If a wife brings her husband along, and you sell the husband, you'll sell the wife two dresses instead of one.

Don't apply high-pressure. Don't sell a customer something the customer doesn't want. In this age of keen competition, the trend is swinging toward service. The store that creates a reputation for honest service is the store that succeeds.

In some lines, and particularly in the smaller stores, the salesman is wise who advises outside solicitation for business. Recently I asked a group of grocers in Springfield, Mass., whether they canvassed for trade. They told me they'd given up the idea during the war. Then up in the meeting rose a young French-Canadian who runs a grocery store in Holyoke; and he said: "I do that, Mr. Dutch. I go out after business myself. And I get \$400 a week out of Springfield."

Behind-the-counter salesmanship, helpful courtesy—these are business elements whose importance is coming to be recognized even by financial interests. Before me as I write is a business-paper advertisement offering 12,000 shares of cumulative preferred and 12,000 shares of no-par common in the

# The Scope of Lord & Thomas and Logan Service

**E**IGHT offices covering the United States, Canada and England enable us to render a service commensurate in its scope with the widespread interests of the businesses we serve.

Each Lord & Thomas and Logan establishment is a complete, self-contained advertising agency, officered by members of the firm and staffed by men and women of proved ability in the various phases of advertising work.

For sixty years this organization has been privileged to collaborate with the leaders in many of America's most representative industries.

**NEW YORK**

247 Park Avenue

†

**CHICAGO**

919 N. Michigan Avenue

†

**WASHINGTON**

400 Hibbs Building

†

**LOS ANGELES**

1151 South Broadway

†

**SAN FRANCISCO**

225 Bush Street

†

**TORONTO**

67 Yonge Street

†

**MONTREAL**

1434 St. Catherine St. W.

†

**LONDON**

Victoria Embankment

**LORD & THOMAS AND LOGAN**  
**ADVERTISING**

Crown Drug Stores, Incorporated, of St. Louis. And in the copy is this well-considered, well-measured statement:

The success of this company is attributed in large measure to its up-to-date methods of merchandising, and to the unusual service it gives to its customers. The company's system of training its employees, who today number 400, is unique and is responsible largely for the good-will that has been built up.

For the manufacturer who will hold fast to the practical and who isn't too busy or too high-hat to learn how the job must be done, there's a vast opportunity for sales betterment in this matter of behind-the-counter co-operation.

Meanwhile, there's something that each of us, every reader of **PRINTERS' INK**, can do to improve the quality of retail selling. We're prone to complain about the lapses. Some of our complaints reach the store management—as perhaps they ought to. But how often do we go to the trouble of commending good salesmanship and thoughtful service, and commending those qualities in such a way that the commendation counts?

For years, I've made it a policy to express appreciation. Every time I encounter intelligent salesmanship or unusual courtesy on the part of a man or woman behind the counter, I report the instance to the store management. As a retail customer, I've written many letters. Every one of them, I know, has contributed something toward elevating the morale within a store. If each of us will adopt the same policy, our influence will be far-reaching. And besides, every time each of us writes such a letter, he will derive satisfaction—as do I—from knowing that, in a most effective way, he has helped a fellow being upward along the path of life.

#### H. A. Fellows with Miles & Scott

Robert A. Fellows has joined the staff of Miles & Scott, Inc., San Francisco, direct mail, as an account executive. He formerly was advertising manager of the Newton Company, Los Angeles.

#### Life Insurance Sales for September

New ordinary life insurance sales for September amounted to \$608,839,000, as against \$534,112,000, for the corresponding month of 1928, a gain of 14 per cent. For the first nine months of this year, new ordinary life insurance sales amounted to \$6,548,827,000, as against \$6,061,771,000, during the same period of last year, an increase of 8 per cent.

These figures are based on a report of the Association of Life Insurance Presidents and aggregate the business, exclusive of revivals, increases and dividend additions, of forty-four member companies which have 82 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

#### Changes in Staff of "Manufacturers Record"

G. K. Gauff, formerly manager of the Cincinnati territory of the *Manufacturers Record*, Baltimore, has been made assistant first vice-president of that publication, with headquarters at Baltimore. Jack Thompson will succeed Mr. Gauff as manager of the Cincinnati territory.

Miles C. Shorey has joined the staff of the *Manufacturers Record* as representative in the St. Louis territory.

#### Hamilton Rubber Account to Geare, Marston & Pilling

The Hamilton Rubber Manufacturing Company, Trenton, N. J., has appointed Geare, Marston & Pilling, Inc., Philadelphia and New York advertising agency, to direct its advertising account. Magazines and farm papers will be used.

#### J. J. Jacobson with Einson-Freeman

James J. Jacobson, for ten years with the Tulip Cup Corporation, now part of the Lily-Tulip Cnp Corporation, has joined the sales organization of the Einson-Freeman Company, Inc., window and store display merchandising.

#### L. O. Setzer to Join "The Sportsman"

Louis O. Setzer, who has been with *Country Life*, for the last twelve years, has joined *The Sportsman*, at New York, as manager of the real estate department.

#### Viskniskki Succeeds Lord with New York "American"

Col. Guy T. Viskniskki, business manager of the Chicago *Herald and Examiner*, has been appointed business manager of the New York *American*, succeeding M. M. Lord. Mr. Lord will later be appointed to another position in the Hearst organization.

**Uninterrupted  
Evening Field  
Leadership in**

# **RADIO ADVERTISING!**

---

**Total Radio Advertising  
First 9 Months of 1929  
(Evening Field)**

**WISCONSIN  
NEWS - - - 360,559 lines**

**Other Evening  
Newspaper - 289,321 lines**

**Figures Quoted From  
Media Records**

**[ASK THE  
BOONE  
MAN]**

**"YOU NEED THE NEWS"**

**One of the twenty-eight Hearst newspapers read by more than  
twenty million people**

# **IF A WEEK-DAY AUDIENCE REMAINS LOYAL ON SUNDAY . . .**

**P**ROBABLY there never was a newspaper that held every one of its readers seven days a week. People aren't that consistent. But certainly the nearer you can approach that ideal in advertising to homes, the better.

How closely can you approach it in Boston? Which of the several so-called "home" newspapers really gets home most consistently?

There's one dependable guide—the comparison of daily circulation with Sunday circulation in the commuting area. One sure indication of home selling strength—whether you advertise on Sunday or not.

**O**F THE seven daily newspapers in Boston, three carry the bulk of the advertising. On Sunday, in the Metropolitan district, one of them loses a third of its daily readers. Another loses nearly two-thirds. The remaining paper—the Globe—holds its week-day audience practically intact on Sunday.

What does such reader loyalty show, what does it prove, if not that the Globe

## **The Boston**

---

is Boston's *preferred home paper*, daily as well as Sunday?

The retail merchants of Boston no longer debate this question. Experience over many years has given them the answer. Faced with the daily necessity of reaching home buyers, they are using more space in the *Globe*, seven days a week, than in any other newspaper.

The department stores place 48% more advertising in the *Globe*, for the week as a whole, than in the second paper.

Many national advertisers have followed this safe lead.

**H**OME appeal was built into the *Globe* from the very beginning.

The present widely popular Household Department was established 35 years ago as the first "woman's page" in American journalism.

School news in the *Globe* has always been very full and complete.

The *Globe's* authoritative sport pages have won a wide audience in New England and are quoted throughout the country.

Financial and general news is edited for Boston's most substantial business men.

There is complete freedom from bias in the treatment of political news.

**T**O the national advertiser, then, the *Globe* offers proven home strength with its large circulation in the rich Boston trading area, where average family wealth is over \$9000.

Our booklet, "Reaching Buying Power in the Boston Market," contains all the facts. Write for your free copy.

**Globe . . .**

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# A Great Industry Plans to Kill Trade Abuses

Silk, Cotton and Rayon May Advertise to Promote Integrity in Textiles

By Ruth Leigh

**P**LANs for a possible advertising campaign to promote "Integrity in Textiles" are now being discussed by leading groups representing the cotton, rayon and silk branches of the textile industry.

The plan for the "Integrity in Textiles" campaign was originally submitted by W. G. Conover, chairman of the committee of textile relations of the Laundry-owners' National Association. It was considered sufficiently important and necessary by The Rayon Institute of America to sponsor the first meeting in which the textile groups and the laundry-owners met to discuss initial plans for such a campaign. It has been received with such interest and favorable response in the textile industry that there is every likelihood that national advertising will ultimately be used to protect the consuming public against debased fabrics.

Briefly, here is the situation which has led to the need for such a campaign. In order to maintain production and to turn out textiles to retail for the low prices demanded today by the public, the practice of debasing fabrics has been carried to an extent never before attempted by the textile industry. There have been so many abuses of textiles, including oversizing of cottons, over-weighting of silks, fugitive dyeing and others, that there are scarcely any standards left upon which trade or public may rely.

Mrs. Consumer buys a little boy's wash suit from a local department store. Two weeks later, she visits the store adjuster, indignantly complaining that the suit has practically "fallen apart" and faded. "Oh, I see you've sent this to the laundry," the adjuster says smoothly. "In that case, we can't do anything about it." No Mrs. Consumer assures him that she had washed it herself. The kind

of soap comes up next for discussion. It appears that a mild and safe white soap was used. The only thing left, then, for the store to do is to send the suit back to the manufacturer.

Now this manufacturer had made this suit to sell at a bargain basement price and had bought necessarily low-priced cotton to put in it. The cotton converter, the middleman through whose hands this textile fabric passed, was obliged, by keen competition, to produce this over-sized, fugitive-dyed cotton fabric. He simply had to manufacture down to a price.

All along the line, it is possible to "pass the buck," and it is not important here to settle where the responsibility really belongs. The fact remains that Mrs. Consumer is dissatisfied, the department store has probably lost a customer, and the first factor to be blamed is the laundry.

## Protective Measures

In recent years, this situation has become so acute that stores have, in self-protection, been forced to adopt various protective measures. The establishment of such agencies as the Better Fabrics Testing Bureau of the National Retail Dry Goods Association for stores desiring to employ its services, and the Nafal fast-color test, a service guaranteeing color-fastness, promoted by the National Association of Finishers of Cotton Fabrics—indicates the need and demand for such protection by stores.

All these protective agencies are naturally limited in their activities and serve merely as defense measures between store and retail customer. What is apparent is that the consumer has no standards in buying, being unable to judge by examining and feeling a garment whether it will wear well. Evident, too, is the fact that had Mrs.

Consumer said: "Yes, I sent that suit to the laundry"—she could, undoubtedly, have held the laundry, not the department store, responsible for spoiling the suit.

It is here that the laundries have severely suffered in recent years, despite constant research at the Mellon Institute into better methods of laundering fabrics. They have been forced to make good, to reimburse the consuming public for garments apparently ruined by the laundry process, but actually spoiled because of the debased fabrics. The national advertising campaign of the Laundry-owners' National Association has, during the last two years, enormously increased consumer confidence in laundries, but the fact remains that making good on customer claims due to the debased fabrics is costing laundries fabulous sums.

This proposed plan for "Integrity in Textiles," therefore, represents the first concrete attempt to bring together fabric manufacturers with the idea of raising textile standards and to eliminate fabric-debasing evils. The plan, as stated, was originally proposed by the committee of textile relations of the Laundry-owners' National Association to the cotton, rayon and silk branches of the textile industry. (Ultimately, it is hoped to include the wool branch, but as wools represent so small a proportion of laundry difficulties it was considered better to work on fabrics presenting more immediate problems.)

The suggested basis of the "Integrity in Textiles" plan is a hallmark which will be used to license fabrics or garments manufactured according to a standard determined by a central bureau. This bureau would be given corporate form and have a technical staff to make tests on fabrics submitted by various member firms. The fabrics would, according to the plan, be given washing and strength tests, and only those conforming to the bureau's standards would be entitled to use the hallmark.

The plan, once established within the industry, would then be advertised to the public, so that Mrs. Consumer might soon learn to look

for the hallmark "Integrity in Textiles" with the same degree of understanding, confidence and buying ease that she now employs in selecting silver marked "sterling." She would find this hallmark both in finished garments and in fabrics by the yard.

The fact that the cotton, silk and rayon branches of the textile industry are favorably considering this plan and are preparing to make specific recommendations indicates that the textile industry, itself, recognizes the need for such trade standards. To be sure, the idea is not new and has been discussed within the textile field for a long time. No definite action has ever resulted, however, and it is interesting to note that the first concrete step for the elimination of fabric debasing and the introduction of better fabric standards has come not from within the industry, but from the laundry industry, which is the more seriously affected by the fabric-debasing practices.

A trade committee of six has been appointed to study this fabric hallmark plan and to make recommendations. It is clear that to put such an idea into practical operation presents innumerable difficulties and the textile committee is at present working out these problems prior to considering the advertising campaign.

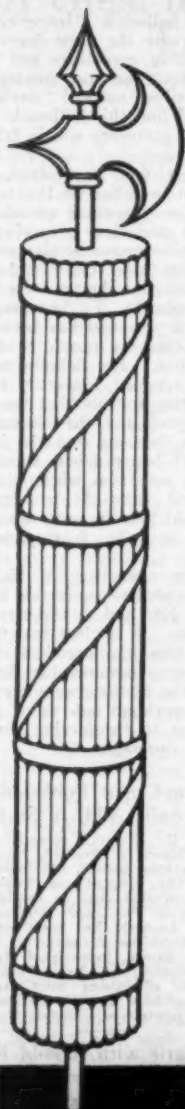
### Irving-Cloud Publishing Company Adds to Staff

Albert R. Harris, recently with Paschall, Harris & Paschall, Inc., Chicago advertising agency, has joined the staff of The Irving-Cloud Publishing Company, of that city, as special representative on *The Super Service Station*. He formerly had been with the *National Petroleum News*.

Roy W. Brown, formerly of *Automotive Merchandising*, New York, has joined the advertising sales staff of The Irving-Cloud Publishing Company, with headquarters at Chicago.

### Keo Currie with Arnold Research Service

Keo Currie, for the last four years a copy writer with the Public Service Company of Illinois, Chicago, has joined the staff of the Arnold Research Service, New York and Chicago. She will act as assistant to Miss Pauline Arnold, with headquarters at New York.



# Business

## PRESIDENT HOOVER

recently told the International Advertising Association that he estimated the ethical value of advertising as of equal importance as its economic value. He went on to say

*"The reiterated act of placing one's commercial aims before the public in cold type day after day, compels one to subject his own motives to a criticism as severe as that which he expects from the public scrutiny. Also, the agencies established by the advertisers themselves for checking the truth of advertising in general, have produced most beneficial results. The noteworthy advance in the ethics of business, easily perceptible in the last two years, is in no small measure due to the self-examination cheerfully exacted by business men in the practice of the art of advertising."*

★ Good Ho

NEW YORK BOSTON DETROIT SAN FRANCISCO CHICAGO

EVER

# Has a Conscience

★ ★ Good Housekeeping has had a watch-tower position from which to watch American industry develop a conscience and reach higher planes of service.

And it has seen the tireless search of American business for the finer enterprise and the better product amply rewarded by the confidence of the people and by the prosperity that results from such good-will.

★ ★ Good Housekeeping is proud that its specialists and laboratories have been of use to American industry in producing excellent merchandise, and that its pages of guaranteed advertising have been a mirror for the progress of business toward higher standards.

Sharing in this self-examination it equips itself more efficiently than ever before to cooperate with manufacturers of integrity who have the forward look.

# Housekeeping

EVERYWOMAN'S MAGAZINE

# How Best & Company's Buying Plan Is Proving Out

A Report on Two Months' Results with a Buying System That Has Attracted Considerable Notice

SOME five or six months ago, the Little Schoolmaster reported in **PRINTERS' INK** certain adventures he had experienced while calling at the sample rooms of a prominent New York department store. The sum of his report was that salesmen were being treated with lack of courtesy and that the amount of time which salesmen wasted waiting for buyers was astounding.

A short while later, Philip Le Boutillier, president and general manager of Best and Company, the well-known New York store, wrote to **PRINTERS' INK** to say that the Schoolmaster's comments had led him to investigate Best & Company's buying system and that he had decided to make a radical change in procedure. Like most large stores, Best & Company maintained sample rooms at which buyers would see salesmen on certain days and at certain specific hours. Every salesman who reached the sample rooms within the specified time was entitled to an audience with the buyer whom he came to see.

Mr. Le Boutillier decided that this system involved not only an unnecessary waste of the salesman's time but also of the buyer's time. Consequently, he decided to try a new plan—hereafter, buyers would see salesmen by appointment only. Salesmen were to get the buyers they wanted to see on the phone and arrange for a definite time appointment. Once an appointment was granted, the salesman was to be given an interview without fail and promptly at the time specified.

There has been a widespread interest in how the plan has proved out and **PRINTERS' INK** asked Mr. Le Boutillier to provide this information. In compliance with this request, Mr. Le Boutillier furnished the report which follows:

Since June 10th, when Best & Co. inaugurated "Seeing Salesmen

by Appointment Only," aiming to save the time of salesmen and our buying organization alike, we have naturally kept our sample rooms under close scrutiny, with accurate figures on vital factors.

While it would be premature to say that this new system is permanent (even graveyards are sometimes moved), the records show that to both salesmen and ourselves results thus far have been much more satisfactory than under the previous method.

Believing that your readers might be interested, we give herewith some of our experiences from August 1 to September 30, admittedly two busy buying months.

Calls by salesmen (and pseudo-salesmen) have fallen off 75 per cent.

Appointments have been made with almost anyone desiring an appointment.

Four point nine per cent of the appointments have been broken, three-tenths of 1 per cent by our representatives and 4.6 per cent by salesmen. Orders have been placed with 33.4 per cent of the total callers. The average size order has increased more than 100 per cent.

Here follow a few typical recent comments from four different salesmen:

(1) "I have been in many sample rooms all over the States but I must say that the courtesy and care given me by Best & Co. have never been equalled anywhere else."

(2) "The new system is splendid and gives the sales representative a better deal than the old way."

(3) "Yes, this selling game is one heck of a racket. Every place we go we're just treated like dogs or worse—every place but Best's. Nobody seems to want us. They think we can live on hot air and baloney. Yes, sir. Here it is different. We are treated as men.

We get a break and a chance to make a living. Your new system is more than ever in favor of the fellow that knows his onions and can show the goods."

(4) "Under your system a man gets a chance of making a living. Take my case. I put in two hours at one store this morning and at the end of that time the buyer only glanced at my stuff. My whole morning was wasted and no other store could be called upon. I was late for all of them. With Best's system, as my call now shows, I would have got some chance of writing something in my book instead of showing an absolute blank."

One case on the other side (from our appointment clerk). "Saw a certain buyer in our sample rooms. While she was engaged, a very decent specimen of a salesman came in and asked to see her. I explained that a previous appointment was needed and that he ought to call her on his phone. He replied that he had tried many times but it was useless to try and get her on the wire. 'Well,' said I, 'we'll get her this time. Go into the public booth there in the corner, call up Wisconsin 5000 and ask for the Sample Rooms—naming Miss ———. He did so, but I never anticipated the reply that he actually got from the lady when I called her to the phone. 'I am sorry. I am Miss ———'s assistant. She herself is not in the building.'"

It goes without saying that we have endeavored to reduce friction as much as possible: by being fair to the manufacturer we are only being fair to Best's.

We have kept records of the class of merchandise submitted by each house so as to eliminate second appointments with houses whose merchandise is not of the class we can use. After this has been established for any given manufacturer, obviously it is a favor to him and to us to eliminate, for a time anyway, further examination of his line.

Although the system which we inaugurated would not fit all specialty or department stores, it is

our opinion that to date it has been fair to both buyer and seller and has reduced for both considerable waste time and therefore waste expense.

### "Came Through"

DELANE BROWN, INC.  
BALTIMORE, OCT. 16, 1929.

Editor of PRINTERS' INK:

Thank you for your prompt response to my request for information regarding methods of distributing premium merchandise. As usual PRINTERS' INK "came through."

Frankly, I don't know what some of us fellows would do if we didn't have your publication to fall back on once in a while.

R. W. FREEMAN,  
Vice-President.

### Death of Jonathan Peterson

Jonathan Peterson, president of the United States Tobacco Company, New York, Old Briar and Dill's Best tobacco, died recently at Ridgefield, Conn. He had been associated with the tobacco industry since 1890 when he was made assistant manager of the snuff department of the American Tobacco Company. Mr. Peterson was sixty-three years old at the time of his death.

### New Account for Clark Collard

The Pyramid Metals Company, Chicago, manufacturer of metal weatherstripping, has appointed the Clark Collard Company, advertising agency of that city, to direct its advertising account.

### To Represent Washington, D. C., "Herald"

The Washington, D. C., *Herald* has appointed the following advertising representatives: W. W. Chew, New York; A. R. Bartlett, Detroit; J. D. Galbraith, Chicago, and F. W. MacMillan, San Francisco.

### Appoints Keelor & Stites Agency

The Fas Foto Finishing Service, Cincinnati, film developing and finishing, has placed its advertising account with the Keelor & Stites Company, Cincinnati member of the Lynn Ellis group of advertising agencies.

### New Account to Stelle-Wessinger-Foltz

The Lancaster-Bethlehem Airways has appointed Stelle-Wessinger-Foltz, Inc., Lancaster, Pa., advertising agency, to direct its advertising account. Newspapers and direct mail will be used.



*George Hopper, President of Isaac Hopper's Sons, Inc., of New York. Under this second generation generalship, the firm is identified with building contracts of all types.*

# BUILDINGA

*Affiliated with* **THE ARCHITECTURAL FORUM** **HEAT**  
**NATIONAL BUILDERS CATALOG** **GOOD.**

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# Nominated Doesn't Mean Elected

When the architect specifies your product he *almost always* follows it with "—or equal." The product named indicates a *standard of quality—not a final designation*. The builder then selects the product most acceptable to him, which conforms to the indicated standard. Then with the architect's approval the product chosen by the builder is used. This is true of fully 90% of all specifications. Obviously it is just as necessary to have the builder on your side as the architect.

## Every Day is Election Day for Advertisers in Building Age

Carry your campaign to the key builders simultaneously with your campaign to the architects. Go after all the votes—not just half of them. Take a look at George Hopper. If you were an architect would you respect his judgment? One way to win Hopper's vote and the votes of other builders like him is to reach him through his favorite magazine. Building Age has been campaigning every month for 50 years among the key builders of this country. Every day is Election Day for the advertisers in Building Age. Enroll now. Building Age, 521 Fifth Ave., New York City.

# BUILDING AGE

*appeals to the bank  
account of the builder  
who has one*

RUM: HEATING AND VENTILATING: and  
LOG: GOOD FURNITURE AND DECORATION

# Sales Management Isn't an Exact Science in England

There Are Plenty of English Sales Managers Who Apply Scientific Principles to Their Work But They Haven't Reduced It to a Science

By P. Garfield Blake

London (England) Advertisement and Sales Consultant

TODAY is the day of the scientific sales manager, but sales management is very far from being an exact science, that is, if by exact science we mean one admitting of quantitative treatment.

J. K. Macneill in his article, "Is Sales Management an Exact Science?" tells us: "The sales manager knows he can spend \$1,000 for a new account contest and get so many new accounts. He can stick on a special volume contest in the middle of summer and get certain definite results. He knows about how many windows a prize contest will bring. These high spots, therefore, can be laid out on schedule and run each year, with only superficial variations, and bring identical results." Then he asks: "Isn't that standardized sales management?" Undoubtedly it is, but standardized sales management doesn't make sales management an exact science.

I contend that sales management of this nature is unscientific; but then, I also contend that the sportsman who fires ball cartridge into a covey of partridges and brings down a brace is no shot. A real shot would fire one bullet from each barrel. Similarly I contend that the fisherman who works with rod and line and the smartest thing in flies is not so clever an angler as the small boy who catches his fish by tickling.

Mr. Macneill defines sales management as "selling at least expense and most profit the product or service that your company creates, and doing so in direct proportion to the natural increase in the country's population and wealth." This is a fine definition and I suppose all sales managers have this goal in mind, although few attain it.

Now, if sales management was

an exact science we could prove by mathematics before they were issued that our plans for "selling at least expense and most profit" were right. What a godsend it would be if we could do this. We would only have to work for a few years to amass the riches of Croesus. Alas, however, if sales management became an exact science the sales manager's salary might shrink to that of the average science master, and salesmen would become mere order-collectors and draw no more pay than bill collectors.

Is this the tendency? Not in this country.

Here in England we have no miracle workers, or if we have they blush unseen for their names are not household words. But we have many hundreds of sales managers who apply scientific principles to their work and yet don't guess right every time. I use the word "guess" deliberately for the result of any new selling plan, sound though it may be, is, in my experience, still "X."

Last spring a scheme was put out in this country which looked good from every angle and all competent critics who considered it before it was launched foretold enormous results. The acceptances were less than 3 per cent.

The following letter which was addressed to approximately 30,000 retail distributors describes the scheme:

WHY NOT TRY IT?  
IF NOT A SUCCESS—WE PAY

Dear Sir:

How many of the accompanying booklets (printed with your name and address on the front and back cover, and on the enclosure postcard) will you require to send one to each of your customers?

There's money in Fencing.  
There's 20% trade discount in "Hercules," "Samson" and "Cu-



## A New Washington Is In the Making

### On the Program

Dept. of Commerce  
Dept. of Justice  
Dept. of Labor  
Central Headquarters Building  
Archives Building  
House Office Building  
Group of Municipal Buildings  
Arlington Memorial Bridge  
National Home of Art  
Public Health Service  
Coast Guard  
Etc., Etc.

The constantly increasing world importance of the National Capital is demanding an expansion of Government facilities. A building program aggregating \$200,000,000.00 is progressing intensively with the erection of enormous structures—which is giving Washington an unprecedented industrial activity. Private building and local business are also stimulated—a natural accompaniment of Federal expansion.

Thus the Washington Market, including Washington City and the 25-mile radius into Maryland and Virginia, enjoys the fruits of this substantial prosperity.

You can completely cover this prosperous Market of upwards of 800,000 people with one advertising appropriation. **THE STAR**—Evening and Sunday—is the one and only paper needed.

## The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:  
Dan A. Carroll  
110 E. 42nd Street

Chicago Office:  
J. E. Lutz  
Lake Michigan Building

NEW YORK  
**Herald Tribune**  
CIRCULATION REPORT

*Six Months ending September 30, 1929*

**312,528**

*Weekday Circulation*

A gain over the corresponding  
period of 1928 of 2,569

**419,488**

*Sunday Circulation*

A gain over the corresponding  
period of 1928 of 14,949

**T**hese new circulation records add another successful chapter to the unusual story of the New York Herald Tribune's progress since the consolidation of the New York Tribune and the New York Herald, on March 19, 1924.

Since that date, New York Herald Tribune circulation has grown steadily, solidly. Each circulation statement has shown an increase over the previous statement for the same period. Not only did the new newspaper hold the readers of both the old ones—a rare achievement in itself—but it has added a large group of new readers who were attracted to it solely on its own merits, for no contests or other abnormal circulation efforts were used to bring these new readers to the New York Herald Tribune.

The New York Herald Tribune's circulation has been called "A City Without Slums"—not because all sorts of people don't read it—they do, but because in the better sections of city and suburbs, New York Herald Tribune coverage is so much greater than it is in the lower income districts. This, the largest Spring and Summer circulation the New York Herald Tribune has ever had, shows that the New York Herald Tribune is continually strengthening its position of dominance in the better neighborhoods of the New York market.

NEW YORK  
**Herald Tribune**

sader" woven wire and "Darfen" cleft chestnut Fencings—the Fencings which 7 out of every 10 buyers select.

And, if you do the fixing there's a profit on that also.

Distribution of the booklet will advertise you and bring to you inquiries for Fencing—our prices will win the orders for you.

You can have as many booklets (FREE OF CHARGE) as you will undertake to distribute.

*If you derive no benefit from their distribution we will refund the cost of their postage.*

"Darfen" Fencings are specified by seven out of every ten Architects, Surveyors, Estate Managers, Land Agents, Landowners and Farmers.

Sell the Fencings the public are buying.

When it was known that the scheme had fallen down one well-known advertising man who had adjudged it good beforehand placed the blame on the caption. It so happens, however, that this caption had been used in another direction and in conjunction with a successful plan. So much, then, for sales management being an exact science.

But to get to grips with the subject, the duties of a sales manager are to look after sales and, *ipso facto*, the salesmen.

A lengthy chapter could be written about salesmen, how, like buyers, each has a personality which must be studied and understood if the best that is in him is to be brought out.

Salesmen can only sell provided they can obtain a proper interview with the buyer. In this country the retailer is very often his own buyer so it comes to pass that the buyer is frequently also his own chief salesman. It is a very ordinary experience for a retail buyer to leave the salesman "in the air" while he attends to customers. This sort of treatment makes things very difficult for salesmen, or commercial travelers as we generally call them. It ruins their selling talk; also it reduces their effective selling time. Another tribulation of our salesmen is that it is not etiquette for a salesman to enter a shop if he sees that another salesman is waiting or is engaged with the buyer. This further reduces effective selling time as the salesman must await his turn.

Every sales manager knows that the number of orders a salesman takes is largely dependent on the number of calls he makes. The prime business, then, of a sales manager is to increase the number of effective calls each salesman makes.

One manufacturer over here has just launched a selling scheme which it is hoped will make every call its salesmen make effective. That is to say they will see the buyer or potential buyer.

Because, in the judgment of this firm, sales management is not an exact science its plan is, as a preliminary, being tried out in the territories of six salesmen and on professional men alone, such as architects, surveyors and consulting engineers.

The theme of the plan is that the salesman is the servant of these buyers and the story is told in thirteen shots. Each shot consists of a four-page pamphlet. The first page of each shot features the salesmen and offers their services to the buyers, the second page illustrates one or more of the manufacturer's lines, the third page suggests why the manufacturer's goods are worth buying and their salesmen worthy of trust, and the fourth page carries a composite picture of the manufacturer's wares.

The copy on pages one and three of the first shot is as follows:

Page one:

THESE MEN ARE AT YOUR SERVICE  
These men are Fencing experts who pass your way periodically.

Their business is to keep those who are concerned with Fencing in touch with modern fence development; to give sincere advice on Fencing to those who invite it; to survey proposed fence lines, take necessary measurements, draw specifications, and furnish estimates for the material required.

Many professional men send these Fencing experts to their clients, to show them the types of Fencing available, to learn their preference and obtain details of their requirements.

There is no charge for the services of these men—the privilege of quoting is our repayment.

When the subject of Fencing next crops up let a "Darfen" Service Man handle it for you—there is one in charge of your district. Call him by Telephone, Royal 0401-0402; Telegraph, Wyrfensin 'phone

London, or Post address below.

### Page three:

#### OUR ADVICE IS SINCERE

We manufacture EVERY kind of Fencing—Woven Wire Fencing at Doncaster, Yorks; Cleft Chestnut Fencing at Selham, Sussex; Wood Fencing at Reigate and Salfords, Surrey, and Inkpen, Berkshire; Iron Fencing at Doncaster, Yorks; Concrete Fencing at Scawby, Lincs, and Hemp and Cotton Twine Nettings at Bridport, Dorset.

We have no interest in favoring any particular type of Fencing.

The only way we can keep our eight works going with orders is by satisfying our 14,864 customers.

That we do satisfy our customers is proven by the fact that the bulk of our business is repeat orders.

Here are the actual figures:

Percentage of business received from

	Old Customers	New Customers
1924.....	61.5	38.4
1925.....	67.4	32.5
1926.....	70.5	29.4
1927.....	75.0	24.9
1928.....	78.7	21.2

Sincere advice pays.

If this selling plan does its work the salesmen will only call on buyers by appointment and their effective selling time will be nearer 100 per cent than at present.

The copy of the first shot indicates that the sales manager concerned is applying scientific methods to his job. He is seeking to make his salesmen more productive.

Salesmen are as keen on the bawbees as sales managers and the salesman who finds it easy to sell because of the preliminary work done by his sales manager won't slack, provided the bulk of his remuneration is in the nature of commission.

Salesmen must provide certain returns. One of the most valuable I know is "ineffective calls." This return gives the sales manager a chance of ground baiting the potential buyer and ensuring an effective call when the salesman presents himself again.

To ask for "umpteens" returns is foolish because the salesman is entitled to reasonable leisure—just like the sales manager. No salesman is going to lose his round of golf on Saturday because he has forms to complete, so he stops work early on Friday and does them.

The chief item of interest to a sales manager is the volume of orders his salesmen are producing. If the volume is small he had better read "the riot act" to himself before blaming the salesmen. Salesmen nowadays have to have more than goods to sell, they have to have the latest line in selling points and it is the business of the sales manager to provide them because he is the only one of the sales staff who has access all the time to the works and office data.

The scientific sales manager guides the works in what they should produce, prepares the field for the salesman, feeds his salesmen with selling points and then worries like hell because he knows one of these days someone will come along and show him he doesn't know the first thing about sales management.

If you have got any sales managers in America who have reduced sales management to an exact science, for heaven's sake don't let them come to this country or I'll lose my living.

### Appoints Howland Agency

The Thomas & Armstrong Company, London, Ohio, and New York, manufacturer of radiator shields and enclosures for the home, has placed its Eastern newspaper advertising account with the H. S. Howland Advertising Agency, Inc., New York. This does not effect the Western advertising of this agency which will continue to be handled by Fred A. Robbins, Inc., Chicago advertising agency.

### New Advertising Business Formed at Boston

John D. Mitchell, for several years production manager and space buyer of the C. Brewer Smith Advertising Agency, Boston, has formed an advertising business at that city under the name of the Mitchell Company. He was, at one time, with The Associated Press.

### R. L. Burdick with Business Training Corporation

Rupert L. Burdick has been made assistant to the vice-president of the Business Training Corporation, New York. He was recently manager of "Advertising Club News," published weekly by the Advertising Club of New York. He previously had been with Marquis Regan, Incorporated, New York.



When Pittsburgh had seven newspapers The Press led in lineage . . . and in results. When Pittsburgh had five newspapers The Press led in lineage . . . and in results. To-day with three newspapers, the Pittsburgh picture for aggressive advertisers is unchanged.

Take one of the 29 out of 36 advertising classifications in which The Press leads both other Pittsburgh papers during the first nine months of this year. During this period The Press published 337,325 lines of Toilet Requisites advertising or 84,649 lines more than both other Pittsburgh papers combined.

And, the trend is towards where it has been for 45 years . . . The Press. During September, The Press published 39,300 lines of Toilet Requisites advertising, or 14,154 lines more than both other Pittsburgh papers combined. In this classification 45 accounts used The Press, 33 accounts used far more copy in The Press than in any other Pittsburgh paper and 23 accounts saw no reason for using any other Pittsburgh paper.

*Measurements taken from Media Records and are exclusive of advertising in national magazine section distributed by the other Pittsburgh Sunday paper.*



IT'S THE PRESS THAT HAS  
THE 45-YEAR HABIT OF  
PRODUCING RESULTS  
IN THE PITTSBURGH  
AREA  
MARKET

## The Pittsburgh Press

A Scripps • Howard Newspaper

NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS

230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT  
BUREAU OF CIRCULATION  
... OF THE UNITED PRESS  
and of

MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS  
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

# 100 YEARS of CHANGE

The Boston Evening Transcript, now in its hundredth year, has been constant in excellence by being alert to change.

Several years before Lindbergh's flight, the Boston Transcript had established a regular aviation department—the dean of all existing American newspaper aviation departments.

When the public became stockminded, the Boston Transcript introduced to Boston a new conception of completeness and accuracy in financial news and tabulations.

This alertness has not only strengthened reader friendship, but has brought increased patronage from alert advertisers.

## Boston Evening Transcript

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles

# Advertising Not a Thing Apart

There Is More to Advertising Than the Obtaining of Immediate Results

CHICAGO

Editor of **PRINTERS' INK**:

An investigation I have recently made among advertisers leads me to ask you a frank question:

Wouldn't it be to the ultimate advantage of magazines and business papers to encourage advertisers to check up on returns from advertisements run in their publications?

It seems to me that it would be much easier for worth-while publications to sell their advertising space if they really encouraged and helped their advertisers inaugurate a system of accurately checking up on the returns from any particular ad or series of ads.

It is a surprising fact that all too few advertisers have any definite, tangible idea of what results they are getting from their publication advertising. They have a general, hazy idea that it pays, but they do not know.

On the other hand, they do know what results they get from direct-mail advertising, and whenever the two are compared by the critical advertiser, direct-mail usually gets the vote of approval, which would not be so if the publications could help their advertisers to see comparable results from their publication advertising.

Here is a typical letter received in the course of my investigation to find out what advertisers really know about their results from magazine and business-paper advertising, as compared with direct-mail advertising:

Replying to your letter, we do not key each individual advertisement and are, therefore, unable to check the returns from them.

The only key that we use refers to the publication itself and I am unable to give you any really definite information.

This situation is anything but the situation that should exist. For my part, I cannot understand how advertising managers can feel they are operating their department efficiently and doing their company full justice until they establish a means of *knowing*, as accurately as possible, what results they are getting from their advertising—not only as a whole but also each part of it in each magazine or business paper.

Frankly, I am inclined to place a part of the blame for this deplorable situation on the shoulders of our magazines and business papers. It seems to me that they have never encouraged strongly enough the checking of results on publication advertising. Rather they seem to discourage it.

Some suggest that the reason for our magazines not doing anything about this situation is that they fear

the results their publication will bring for certain advertisers will be so small that they don't want these results to be known. However, I do not believe that this is the real reason they have not done anything. I think that it is just because they have not come to the point where they have felt it up to them to lend the advertiser a helping hand in this respect. They have been content to let him take all of the initiative.

I cannot help but feel, and my investigation rather proved this in the messages carried between the lines, that for real progress it would pay the magazines well to aid their advertisers in checking up on returns. The dark days of ignorance are over in advertising, as well as in civilization and the facts will come out sooner or later. These facts will help the cause of the worth-while magazine and business paper rather than hinder it.

I hope the day will come mighty soon when our publications will concern themselves more with helping their advertisers get the facts about their advertising returns. And I believe that the sooner this day comes, the sooner we will have better and more effective publication advertising. And I refer now particularly to the industrial field.

To me it is perfectly clear that the magazines cannot show their advertisers what their real results are, and help them to know and analyze the true facts without in some way helping them to improve their advertising copy and increase their returns. The result will be that both advertiser and publication will benefit.

If you care to do so, I would like very much to have you give me your opinion of this situation. I realize full well that there are two sides to this vital story, that one is just as important as the other, and I would like very much to know what your experiences have been and what your viewpoint is.

W. F. SWITZER.

**T**HERE are undoubtedly, as Mr. Switzer suggests, two sides to the story of keyed returns. In the first place, advertisers, such as the private schools, mail-order concerns, and many others do key their advertisements and could not continue advertising did not the returns justify themselves.

On the other side of the picture there are advertisers such as the Metropolitan Life Insurance Company, the American Telephone & Telegraph Company, General Mo-

tors, Listerine and a great multitude of others which outnumber the former, which consider advertising the voice of the company. They are not primarily interested in having coupons returned to them. Another point worth considering is that the advertiser who does put a coupon on the bottom of the page, or has a line in italics suggesting that if the goods are not sold at the nearest store, the reader can send to him for a booklet or further details, and who judges the value of his advertising entirely upon the returns from this one line or this one small part of his advertisement is misjudging its value.

Let us assume, for example, that instead of using its advertising to send consumers to the nearest store, the Listerine company tried out a new product in a new way. If it wanted to judge the value of its advertising on that new product, it would be necessary to make the whole page a direct plea to the reader to send for a sample. The mail-order advertiser knows exactly how each publication he uses is pulling. His copy is carefully designed to bring in the dollar bills or the inquiries. But, as in the case of the Metropolitan Life Insurance Company, advertising is not considered a thing apart like one salesman who must bring home a certain number of orders to keep himself on the payroll. It is an integral part of the company. It is the voice of the company and the reason for the company advertising is very similar to the reasons for the company's existence.

Even when a magazine or newspaper is able to point to a certain number of direct sales as a result of an advertisement which some manufacturer ran in its columns, those results are not a true index of the full value of the advertisement. A recent article in *PRINTERS' INK*, called "Multi-Products of Advertising," listed a large number of the indirect results and benefits which advertising brings to any manufacturer who uses it consistently. Were manufacturers to judge their advertising entirely upon the basis of how many booklets were sent for, they would be misled. Perhaps that is one rea-

son why we believe there are two sides to the suggestion made by Mr. Switzer.

To go back to the Metropolitan Life once more. In this company's advertising, results or increased sales are not the object the company is after at all. In the course of its business career the company has discovered a great many things about lengthening human life and how to prevent certain diseases. It is able to tell a certain number of people about the facts it has discovered in its laboratories by letters to its policyholders. But with this knowledge in its files it seemed logical for this great company to take the public into its confidence and tell what it has discovered. A certain number of people do write into the company for booklets. Very often several thousands of these are distributed as the result of one advertisement. But were the company to judge the value of its advertising entirely on the basis of how many people sent for a booklet, it would be misjudging the intangibles which it is creating by its advertising.

### *Building a Reputation Through Advertising*

For if advertising is the voice of the company, it should be so considered. If a company is out to build a reputation for fair dealings, honesty and progressiveness by its copy, then it should adopt the same method a man would use in building a reputation for himself in a small town. It should not continually put a hook in its copy to search for the immediate result. Rather, in its advertising it should look from five to ten years ahead, after having set a definite objective for itself, and point always toward the realization of that objective.

A manufacturer who goes out to produce a great number of immediate sales or a large number of inquiries, for a booklet, a premium or some other incidental very often loses sight of the reason for starting advertising. He should not think of changing his advertising policy overnight any more than he would consider scrapping his proved machinery or throwing out a trea-

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 TYPOGRAPHY THAT

SETS UP AN IDEAL

## "We Use Only Members of Advertising Typographers of America"

**T**HIS rule is followed by a great advertising agency. It finds that thus it gets the flower of creative typographic art; gets true bills; gets prompt proofs; gets new fonts first; gets minimum revisions with resultant minimum expense; gets the "advertising sense" and viewpoint; gets business treatment from business men. Buy your typography only from Advertising Typographers of America whose members' names are listed below:

### *Members Advertising Typographers of America*

*Boston*  
THE BERKELEY PRESS  
THE WOOD CLARKE PRESS

*Chicago*  
ARKIN ADVERTISERS SERVICE  
BERTSCH & COOPER  
J. M. BUNDSCHO, INC.  
HAYES-LOCHNER  
HAROLD A. HOLMES, INC.

*Cleveland*  
SKELLY TYPESETTING CO.

*Detroit*  
GEORGE WILLENS & CO.

*Indianapolis*  
THE TYPOGRAPHIC SERVICE  
CO.  
*Los Angeles*  
TYPOGRAPHIC SERVICE CO.

*New York City*  
AD SERVICE CO.  
ADVERTISING AGENCIES'  
SERVICE CO.  
ADVERTISING-CRAFTSMEN,  
INC. (A-C)  
ADVERTISING TYPO-  
GRAPHERS, INC.  
THE ADVERTYPE CO., INC.  
E. M. DIAMANT TYPO-  
GRAPHIC SERVICE  
FROST BROTHERS  
DAVID GILDEA & CO., INC.  
HELLER-EDWARDS TYPO-  
GRAPHY, INC.  
MONTAGUE LEE CO., INC.  
FREDERIC NELSON PHILLIPS,  
INC.  
ROYAL TYPOGRAPHERS, INC.

SUPERIOR TYPOGRAPHY, INC.  
SUPREME AD SERVICE  
TRI-ARTS PRINTING CORP.  
TYPOGRAPHIC SERVICE CO.  
OF N. Y., INC.  
KURT H. VOLK, INC.  
WOODROW PRESS, INC.

*Philadelphia*  
PROGRESSIVE COMPOSITION  
CO.  
WILLERS, INC.

*Pittsburgh*  
KEYSTONE COMPOSITION CO.  
EDWIN H. STUART, INC.

*St. Louis*  
WARWICK TYPOGRAPHERS,  
INC.  
*Toronto*  
SWAN SERVICE

NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE, NEW YORK, N. Y.



No one buying shoes would expect to find pleasure, comfort or profit in two right shoes or two left shoes. Yet some advertisers who have tried to walk off with the Boston market have found the going painful and hard because, figuratively, they have tried to do so with two lefts.

On the other hand, many advertisers have found the going easy, comfortable and profitable because they have recognized Boston for what it is, two markets as distinct from each other as rights and lefts in footwear. In Boston the people are divided into two peculiarly separate groups. Age-old differences in environment, tradition, sentiment and preferences have established this condition. Any advertising campaign designed to reach all of Boston must cover both groups to be successful.

This group separation is reflected by the Boston newspapers. The more important of the two groups to the advertiser is served by the Herald-Traveler. Three other newspapers share the favors of the people composing the second group.

# BOSTON HERALD

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The best evidence of group importance in the matter of advertising responsiveness and buying willingness is found in the amount of advertising lineage carried by the four major daily papers. In 1928, as in previous years, the Herald-Traveler carried the greatest total of advertising lineage of any Boston newspaper. This dominating total indicates that advertisers place a considerably higher valuation on the unit of circulation of the Herald-Traveler than they do on the unit of any other large daily circulation in the city.

Both sections of Boston's divided market can be adequately and profitably reached by advertising, provided two newspapers are used. One of these papers must be the Herald-Traveler, for no other major daily duplicates any considerable portion of the Herald-Traveler's circulation. Any one of the other three newspapers may be used to supplement the Herald-Traveler and reach most of the other group.

Advertising Representative:  
GEORGE A. McDEVITT  
COMPANY, 230 Park Avenue,  
New York, N. Y.—914 Peoples  
Gas Building, Chicago, Ill.

For seven years the Herald-Traveler has been first in national advertising, including all financial, automobile and publication advertising among Boston daily papers.

RLD-TRAVELER

*Worcester, Massachusetts*



The amount of money available for your product is an important factor in any market. Ability to buy must go hand in hand with desire of possession.

In the Worcester city and suburban market 61.97% of all families have savings accounts in banks (exclusive of Christmas and Vacation Club accounts). Total savings in Worcester and 18-mile radius January 1st, 1929, amounted to \$246,810.713.00. There is idle money waiting to be exchanged for good products.

This is not hoarded money—50.39% of all the families in Worcester and the 18-mile radius own their homes; 45.68% have pianos; 43.49% own phonographs; 46.90% own radios—all indications to an appreciation of the better things of life.

Worcester is especially attractive for the development of sales, due to the dependence placed by this market's population upon The Worcester Telegram and The Evening Gazette. 85.33% of all those who receive a Worcester newspaper regularly receive The Telegram-Gazette. Of more importance than this broad coverage is the reader interest. 82.27% of the families who receive the Telegram and Gazette depend more upon them for their advertising information than on all other newspapers.

## THE TELEGRAM-GAZETTE

*Worcester, Massachusetts*

**George F. Booth, Publisher**

**Paul Block, Inc., National Representative**

**New York    Boston    Chicago    Detroit    Philadelphia    San Francisco**

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surer who had done a good job in the financial department.

It is proved, very often, that advertising is the biggest single builder of good-will which an organization can have and also that good-will is the most valuable asset upon the books of any corporation. Yet there is too often a tendency to think of it as only a producer of quick sales. The concern that wouldn't change a bookkeeping policy in months, or ever order the sales force to turn somersaults to secure attention or be arrogant toward customers, is too likely to jump quickly into an advertising change that is even more important to its eventual well-being.

The reasons for real advertising are approximately the same as the reason for a firm's existence. Advertising is tied up so closely with every other department of the business that it must be ranked at least as high as finance, production and distribution in the minds of the business executives. Considering it in any other way is short-sighted management policy.—[Ed. PRINTERS' INK.]

### Death of Henry C. Brown

Henry C. Brown, at one time advertising director of the Victor Talking Machine Company, Camden, N. J., died last week at Marion, Pa. Mr. Brown resigned his position with the Victor company in 1924 to organize the Henry C. Brown Advertising Agency at Philadelphia with Frank B. Middleton. During his many years as head of the advertising activities of Victor, he developed that company's house magazine, "The Voice of Victor," of which he also was the originator. In 1914 and 1915 Mr. Brown was president of the Sphinx Club of New York, an organization of advertising executives.

### W. E. Boerner with American Wringer Company

William E. Boerner, formerly with the New York Times, has been appointed sales representative of the rubber printing roller division of the American Wringer Company, Woonsocket, R. I.

### Now R. F. Walker Advertising Agency, Inc.

The name of Bailey, Walker & Tuttle, Inc., Chicago advertising agency, has been changed to the R. F. Walker Advertising Agency, Inc.

### American Chicle Net Income Gains

The net income of The American Chicle Company, Long Island City, N. Y., for the nine months ended September 30, amounted to \$1,623,896, after expenses, as against \$1,398,887 during the first nine months of 1928. Net income for the September quarter totaled \$584,729, comparing with \$572,320 for the preceding quarter and \$506,496 during the September quarter of 1928.

### Appoints Nelson, Duncan & Harlow

The Horte Laboratories, Inc., Boston, manufacturer of a line of cosmetics, has appointed Nelson, Duncan & Harlow, Boston advertising agency, to direct its advertising account. New England newspapers will be used.

### E. G. Gress to Start Own Business

Edmund G. Gress, editor of *The American Printer* for the last fourteen years, has resigned that position to enter business for himself. On November 1, he will open the E. G. G. Service at New York, specializing in typography and design.

### Form Ellis-Thayer Studio

William Shewell Ellis, of Philadelphia, and Bert Clark Thayer, of New York, have opened a studio at New York under the name of The Ellis-Thayer Studio. The new organization will produce illustrative and merchandising photography. Mr. Ellis also will continue his studio at Philadelphia.

### Razor Account to Briggs & Varley

The Archdale Company, Inc., New York, safety razors, has appointed Briggs & Varley, Inc., New York advertising agency, to direct its advertising account. Newspapers, magazines and business papers will be used.

### Appoints Campbell, Lowitz and Whiteley

Medi Creme, Inc., Baltimore, manufacturer of a medicated face cream, has appointed Campbell, Lowitz and Whiteley, Inc., New York advertising agency, to direct its advertising account.

### Join Cockfield, Brown Agency

William F. Harrison and Olaf P. Rechnitzer have joined the Toronto office of Cockfield, Brown & Company, Ltd., advertising agency. Mr. Harrison will have charge of the media department, including space buying. Mr. Rechnitzer will work on production.

## Trade Union Advertises Against "Canned" Music

**B**EGINNING this week, advertisements are appearing in a nation-wide newspaper campaign being sponsored by The American Federation of Musicians to sell the services of its members. About \$300,000 will be spent for the purpose of opposing the substitution of mechanical music for musicians in theaters.

The first advertisement in the campaign is captioned, "The Robot as an Entertainer," and under the question, "Is his substitution for real music a success?" emphasizes the harm that may be done to the development of American culture by the substitution of canned music for personally rendered music. This advertisement is appropriately illustrated with a drawing of a robot plucking at a lyre with its iron claws.

The American Federation of Musicians has a membership of 140,000. Of that number less than 30,000, according to Joseph N. Weber, president, are employed in theater orchestras. Approximately 5,000, he states, have been displaced by the introduction of synchronized music with motion pictures. "Employment conditions for our members are not so desperate as some anticipated they would become with the growth of synchronized films," he points out. "We regret of course that any musicians should be jobless, but our great concern is for the future. Persons accustomed to real music find mechanical music soulless and unsatisfying. However, if mechanical music is foisted upon the public, in a few years musical appreciation will have sustained such a setback that the lost ground will be difficult to recover.

"We believe that the present is the proper time to advertise and to win the united support of music lovers to the cause of personally rendered music. Our advertising campaign is in a sense unique. While trades unions have on occasion used newspaper advertising

space, their purpose usually has been to encourage patronage of firms using union labor. Our purpose is merely the encouragement of musical appreciation and education."

## Appoint Potts-Turnbull Agency

The Consolidated Coach Corporation, Lexington, Ky., operating inter-city motor buses in Kentucky, Indiana, Ohio and Tennessee, has appointed the Potts-Turnbull Company, Inc., Chicago advertising agency, to direct its advertising account, effective November 1. Newspapers will be used in cities served by the company's bus lines.

The Potts-Turnbull agency has also been appointed by the Motor Transit Management Company, Chicago, to direct, in addition to its general advertising schedule, the advertising of Greyhound Lines in certain Southern territory that has not previously been handled as part of the general account.

## Death of W. H. Blaker

Walter Harrison Blaker, founder of the Blaker Advertising Agency, Inc., New York, died recently at that city. He was fifty-seven years old.

Mr. Blaker was for more than twenty years with Goodrich & Hull, New York advertising agency, which later became W. H. H. Hull & Company. In 1908 he established his own agency and continued as head of that organization until a year ago, when he retired.

## E. R. Wood with G. Lynn Sumner

E. R. Wood, has joined The G. Lynn Sumner Company, Inc., New York, advertising agency, as an account executive. For thirteen years he was associated in a similar capacity with Frank Seaman, Inc., which has since been consolidated with Blackett-Sample-Hummert, Inc.

## J. R. Nicholson, Vice-President, Pabst Corporation

James R. Nicholson, formerly vice-president of the Val Blatz Brewing Company, Milwaukee, has joined the Pabst Corporation, also of that city, manufacturer of beverages, cheese and Pabst-ett, as vice-president.

## Mid-West Machine Appoints Parker Agency

The Mid-West Machine Company, Dayton, Ohio, manufacturer of paper mill machinery, has appointed The Parker Advertising Company, of that city, to direct its advertising account.

# 4 EDITIONS



When you use CHAIN STORE AGE  
you buy what you want—  
you omit what you don't need  
and pay only for what you get.

Write for the facts!

**CHAIN STORE AGE**  
93 Worth St., New York



## THE CINCINNATI POST'S O-K MARKET IS CINCINNATI'S REAL TRADING AREA

(AS DEFINED BY WHOLESALERS—RETAILERS AND "ADV" AGENCIES)

AND IT IS BLANKETED BY

## THE POST'S O-K CIRCULATION

Post O-K Circulation of more than 161,000 gives greatest newspaper coverage of Cincinnati and its actual trading territory. You cannot afford to ignore it if you are concentrating your sales efforts on this rich area. On the other hand, if you have national distribution, your most profitable "buy" is Post total circulation, the largest of any Cincinnati newspaper. This gives dominant coverage of the wealthy region of which Cincinnati is the main point of distribution. *Take your choice!*

# THE CINCINNATI POST

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPARTMENT  
OF SCRIPPS-HOWARD NEWSPAPERS  
230 PARK AVENUE, NEW YORK CITY

CHICAGO

SAN FRANCISCO

LOS ANGELES

DALLAS

TROIT

YOU CAN BUY  
WHAT YOU NEED  
OF

# THE CINCINNATI POST'S 195,062 CIRCULATION

National advertisers can choose either total circulation — 195,062 (A. B. C.), the largest of any Cincinnati newspaper, or, they can buy **O-K Circulation** of more than 161,000. The Post's **O-K Circulation** is concentrated, well-balanced and effective coverage of Cincinnati and its actual trading territory.

The rate for **O-K Circulation** is slightly lower than that for total circulation.

*Write for details.*

AT POST



SCRIPPS-HOWARD

MEMBERS OF THE AUDIT  
BUREAU OF CIRCULATIONS  
--- OF THE UNITED PRESS  
AND OF  
MEDIA RECORDS, INC.

DALLAS TROIT

PHILADELPHIA

BUFFALO

ATLANTA



# —and common sense.

[ The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients. ]

MULHENS & KROPPF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THOS. A. EDISON, INC., <i>The Ediphones</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 '20 '21 — — — — — '28 '29
THE TEXAS COMPANY, <i>Texas Petroleum Products</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>	1921 '22 '23 '24 '25 '26 '27 '28 '29
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 '26 '27 '28 '29
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres</i>	1926 '27 '28 '29
KOLSTER RADIO CORPORATION, <i>Kolster Radios</i>	1927 '28 '29
G. CERIBELLI & COMPANY, <i>Brischi</i>	1927 '28 '29
THE GEORGE W. LUFT COMPANY, INC., <i>Tangee Lipstick and other beauty aids</i>	1927 '28 '29
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928 '29
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928 '29
DE FOREST RADIO COMPANY, <i>De Forest Audions</i>	1928 '29
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928 '29
I. OLLENDORFF CO., INC., <i>Ollendorff Watches</i>	1928 '29
A. & M. KARAGHEUSIAN, INC., <i>Rugs and Carpets</i>	1929
THE BRANDES CORPORATION, <i>Brands Radios</i>	1929

## Hanff-Metzger

Incorporated

## Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

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# Publishers' Researches and How to Use Them

Instead of Investigating Brands, More and More Research Is Along General Lines

By John C. Sterling

Vice-President, The McCall Company

THERE are, oddly enough, two kinds of researches, good and bad. The good ones are those that the advertising medium does for its own purposes. The bad ones are those that it does at the request of the advertiser.

Let's dismiss the bad ones by saying the publisher never has been and never will be qualified to investigate an individual advertiser's own product. The publisher, of course, is not familiar with its history or problems.

Included among the bad researches are most of the questionnaires which have become the *bete-noir* of the publisher. Some of you advertisers used to ask the publisher to make a mailing to his subscribers, and the subscriber would check here and say, "Yes, I intend to buy a bicycle." It wouldn't be long before those dear readers would be called upon by a canvasser or store and that canvasser or store would be singularly well informed about the reader's preferences for coaster brake or bell on the handle bars.

Questionnaires are usually prepared without consulting the editor at all. The advertiser completely forgets the editor knows a good lot of readers, and sometimes they know much about the reader psychology. Many advertisers like to ask in questionnaires, such questions as, "Why did they call Milton the blind poet?" For example, the questionnaire that says, "Check the magazines you read." It dictates its own distorted answers. There is one outstanding case where some thousands of cards told the reading preferences of a lot of people. Shortly afterward, someone sat

down and wrote to those people who had checked the cards and said, "We have lost the cards you sent in. Will you kindly write down in your own writing the magazines that you read?" The effect was entirely different.

That's enough of the negative side. It is worth mentioning to let the good researches receive the viewpoint to which they are entitled.

Why should the publisher's own research be of any value? In the first place, he is working usually with subjects that he can know something about, but particularly it is because the subject can be broad enough and the research wise and deep enough to really make a contribution. This seems important—looking to the future. Big publishers are getting bigger and can more and more afford to make contributions to the business by which they prosper. Furthermore publishers are gradually, very gradually, learning that it is more important and often more profitable to develop advertising than it is to snipe at competition.

But there is another reason—partly pride and partly necessity. And that reason is a changing condition in the job, if you call it that, of selling advertising space. There once was a time when publishers' representatives played pool with advertisers for color pages. This has changed, although some still show only the progress from bar-room pool to pasture pool. The other day I saw in the paper the results of an advertiser's golf tournament—the eight leading prizes were carried off by publishers' representatives.

But I believe the spirit of that mixing with advertisers has changed, that the good representa-

From a speech before the annual convention of the Association of National Advertisers at Swampscott, Mass.

tive now is playing for the purpose of play and not for the purpose of business profit. It is more and more recognized that business is obtained with facts and not with acquaintanceship.

That perhaps sounds like rambling from the subject, but it is much to the point as indicating reasons for publishers research and the guarantee, because of a reason, that it will continue and improve.

The publisher needs research for two reasons:

(1) To sell space directly and indirectly.

(2) To establish and maintain contacts on a basis of respect.

Ten years ago the average expenditure of the hundred largest advertisers in one weekly was \$89,699 per year; now the average is \$234,748 per year. Ten years ago the average expenditure of the fifty largest advertisers in a woman's magazine was \$72,232 per year; now it is \$162,896 per year. This means that selling space has lost most of its social aspects and is now a business. It also means that buying that space becomes very important. It means that to develop the right kind of contacts in the right way the seller of advertising space must be equipped with the knowledge and the evidence that will make his continuing visits an advantage to the advertiser. Every publisher's representative knows that he can see anyone once or twice. That frequently is just a trick. He also knows that he can see his acquaintances often. But the publisher's new knowledge is that friends are often a handicap to the real job of selling unless that friendship came via the business respect route.

Having established the double reason for publisher's research, let's take a look at what it is and how the advertiser can use it. Primarily it is evidence rather than argument. Everyone knows that the impassioned plea of the lawyer before a jury does not carry conviction that sticks, but when the lawyer holds up the dagger the jury gasps, "He must have killed her." Publisher's research is more and more taking on the form of

evidence both because it is effective and because there isn't a buyer of space alive who doesn't want his facts so exact that he can pass them on to someone else—the president or the sales force, or the dealers or to his assistants.

The skill of the publisher comes in being able to present the evidence so that it is both convincing and agreeable.

\* \* \*

There are four principal uses for publishers' research:

(1) They form a partial basis for the judgment of the merit and place of a publication.

(2) They form, along with an editorial appreciation, a basis for using the proper copy in the particular publication involved.

(3) They show possible ways of reaching various markets:

City or country.

East or West.

Rich or poor.

Old or young.

(4) They can be used as a tool with which the advertiser can stimulate his sales force and his dealers.

To summarize: Publishers, particularly the large ones, have in the last eight years begun to develop sales and advertising researches that are exceedingly useful to the advertising world. These researches have proved profitable both to the publisher and the advertiser and will, therefore, continue to develop further. The publisher used to spend his research money investigating brands. That function has been very largely taken over by the agency and by the advertiser, because they are qualified to do it better than the publisher. Therefore, the publisher's activity will more and more be along the lines of a general nature or along broad subjects. With the publishers' researches beginning to win confidence because of the fact that he is handling subjects which he is qualified to investigate, there is no reason to believe that he cannot take one step more beyond his present purely mathematical subjects and do research also on his very own subject—the nature of people and publishing.

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## "United States Daily" Broadens Scope

The *United States Daily*, Washington, D. C., beginning this week, has broadened its scope of activities to include news coverage of official activities of the forty-eight States. This news is given in a section which is in addition to the regular paper which reports news of the official activities of the Federal Government. The State news is reported topically rather than geographically.

## C. A. Williams Joins Sehl Agency

Clifford A. Williams, until recently a distributor in the automobile and electrical appliance fields on the Pacific Coast, has joined the Sehl Advertising Agency, Chicago. Prior to leaving Chicago in 1915 he had been secretary of Williams & Cunyningham, Inc., of that city.

## H. E. McManus Joins Paul Block

Harry E. McManus, formerly advertising director of the *Pittsburgh Sun-Telegraph* and, previous to that, advertising director of the *Baltimore News* and the *Baltimore American*, has joined the staff, at New York, of Paul Block, Inc., publishers' representative.

## G. J. Kadel, Vice-President, Underwood & Underwood

George J. Kadel, manager of the news picture division of Underwood & Underwood, Inc., photography and illustration, has been elected vice-president of that organization. He will continue also in his former position of manager of the news picture division.

## To Represent Richmond "News Leader"

The Richmond, Va., *News Leader* has appointed the following national advertising representatives: Eastern representative, Dan A. Carroll, and Western representative, the Sawyer-Ferguson Company, Chicago. These appointments become effective November 1.

## J. M. Elliott, President, Mavis Bottling

James M. Elliott has been elected president of the Mavis Bottling Company of America, New York. He succeeds Walter B. Pearson, who becomes chairman of the board of directors.

## Death of G. F. Ernst

George F. Ernst, sales manager of the A. Leachen & Sons Rope Company, St. Louis, died at that city recently. He was sixty-four years old.

## Wants to Book "Groucho"

LOED & THOMAS AND LOGAN  
NEW YORK, OCT. 11, 1929.

### Editor of PRINTERS' INK:

I don't know who "Groucho" is, but I have been much amused and edified by his sprightly comment in your publication. Seems to me it would be a good idea to collect his stuff later on and get it out in the form of a booklet.

I myself would like to have such a booklet and I am sure many others of the advertising agency fraternity would also prize it. In fact, I will be surprised to hear that I am the first to have put forward this suggestion. Let's have more of Mr. Groucho.

H. T. F. HUSTED.

## AutoStrop Razor Has Larger Earnings

The AutoStrop Safety Razor Company, Inc., New York, and subsidiaries, for the first nine months of the current year, report a net income amounting to \$759,247, after charges and Federal taxes. This compares with \$580,886, reported for the corresponding period of 1928.

## Saw Account to R. F. Walker Agency

The Wells Manufacturing Company, Three Rivers, Mich., manufacturer of metal and butcher's bone saws, has placed its advertising account with the R. F. Walker Advertising Agency, Inc., Chicago. Business publications will be used.

## Street & Finney Direct Musicians' Union Campaign

Street & Finney, Inc., New York advertising agency, is directing an advertising campaign for The American Federation of Musicians. Newspapers are being used.

## C. E. Colyer, Export Manager, Servel Sales

C. E. Colyer, formerly a member of the export department of Servel Sales, Inc., New York, Electrolux refrigerators, has been appointed export manager of that organization.

## Steel Account to Johnson-Dallis

The Gulf States Steel Company, Birmingham, Ala., has placed its advertising account with the Johnson-Dallis Company, Atlanta advertising agency.

## T. A. Shipley, Advertising Manager, General Box

T. A. Shipley, for the last six years with the sales department of the General Box Company, Chicago, has been appointed advertising manager.

# How the Modern Visualizer Conceives His Layouts

Laying Out the Advertisement Has Become an Interesting Problem in  
Tone Mosaics, with Perfect Balance No Longer One of the Requisites

By W. Livingston Larned

THERE is no more interesting and complex subject than that which has to do with laying out an advertisement, regardless of its size; the proportioning of units of space dedicated to text, to illustration and to such other ingredients of the campaign as may be considered indispensable. For it is at this juncture, to an important extent, that the carrying power, the strength or the artistic grace of an advertisement, is definitely decided. Super-illustrations, abrim with original technique, and the very latest thing in a new type face, important as they unquestionably are, may be rated second to the physical layout. How these excellent mosaics of tone are placed in the composition always has and always will take the true measure of the perfect ensemble.

The layout, moreover, has much to do, as well, with the individual parts. A highly original drawing or a photograph depend upon the composition for their full measure of display strength. Unwisely manipulated in the space, they may lose much of their own inherent virtue.

Not all advertisements start with a given plan of layout. Separate parts are sometimes planned out and then assembled. An illustration is delivered by an artist and the composition put together at the last moment, its character determined by the shape of that illustration itself. This, of course, makes for very ordinary advertisements as a rule, and certainly it is a handicap to the person who does visualize the campaign in terms of quite definite

composition ideas and set rules. "Here is a picture," someone says, "and this is the copy to be used. Now give us an advertisement." It is so important today to arrive at extraordinarily vital and distinctive layouts, that this roundabout method has few friends



L'Esquid  
TUSSEY

FORGET CIGARETTES, VIOLETS, and flowers  
from raffishness to old school style—there are the women who frequent the Parisian salons and the smart American women. And the who is truly wise knows that the perfect ensemble is one where clothes and cosmetics make whole other harmony. She chooses the L'Esquid for her costume as carefully as she chooses the hat. And after she chooses L'Esquid Tussy, for it may be had in different shades for different frocks... for every time of day. It is a minute of confidence and delivery, of fragile fragrances. And its use of careful gildings makes it a good accessory for the smartest head. Besides L'Esquid Tussy comes from France, from L'Esquid—Gauguin's greatest value of cosmetics for more than a century.

IT TAKES THREE days to absorb it and three weeks to see the effect. And you will find the perfect skin. From your nose and down along the face you will know the name of L'Esquid. Their gentle and pure the fragrance they breathe on you. "Cosmetique L'Esquid" for women J. L'Esquid, Inc., 100 Fifth Avenue, New York.

COSMETIQUES  
—LESQUENDIEU

Composition Is Supplying Strong Individuality  
to Much of Our Modern Advertising

among those who take composition seriously.

As a general rule it can be said that, with a given objective in mind, the advertisement should start with a sketchy floor-plan which arbitrarily defines the text composition, the form which the illustration is to take and the disposition of such incidentals as the headline, the name plate, trademark and minor vignette themes.



## Why More Than One Hundred Thousand Sportsmen Read FOREST AND STREAM

### *Reason number eleven:*

Because of the high editorial standards of the new FOREST AND STREAM, set by the Publisher, W. M. Clayton.

The staff of editors now assembled under the Clayton banner guarantees the future editorial quality of FOREST AND STREAM and justifies the increased circulation of the greatest magazine in the outdoor field.



80 LAFAYETTE ST.

NEW YORK CITY

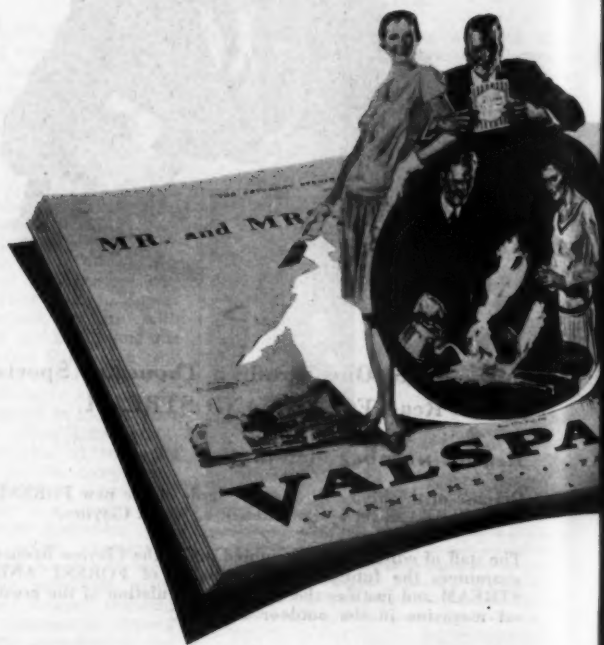
Publisher.

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago  
On the Coast: Hallett Cole, 127 East 7th St., Los Angeles, Cal.



# LOUD *and* CLEAR



**I**N art the voice of Imagination is usually low, the voice of the dreamer is usually low. Insinuating rather than strident. The dreamer who speaks to us through great picture or poem does not, in general, force the pitch.

But in Business? Yes, Business knows the value of Imagination, has a place for the dreamer. But Business must be *heard*.



EA

# MAGINATION

ises its voice



y low the world of commerce, it's not merely hav-  
eaming the dream, but *selling* the dream, that counts.

poem

value  
amer.

*The* **ERICKSON Co.**

230 PARK AVENUE, NEW YORK CITY  
NEW YORK CENTRAL BUILDING



# A NETWORK HOOK-UP TO RADIO SALES

The rich Portland market and its big tributary "Oregon Country" is being sold by radio manufacturers and distributors thru The Journal. On September 29 The Journal issued the largest Radio Section ever published in Portland by any newspaper... larger by 266 more inches of radio advertising and 4 pages more radio news and advertising. ' ' ' ' ' In Portland it's The JOURNAL for RADIO ADVERTISING

## THE JOURNAL

◀ AFTERNOON • SUNDAY ▶

### PORTLAND, OREGON

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

NEW YORK..... 2 West 45th St.  
CHICAGO 203 North Wabash Ave.  
PHILADELPHIA..... 1524 Chestnut St.

SAN FRANCISCO..... 58 Sutter St.  
LOS ANGELES... 117 West Ninth St.  
PORTLAND..... 306 Journal Bldg.

SEATTLE.... H. R. Ferris, 3322 White Bldg.



is comparatively easy to order the illustration drawn to conform to these proportions, and to set type in keeping with the limitations of the layout.

There are as many variants of composition as there are spaces to fill and those who specialize in the work contend that duplication need never take place. A sharp record should be kept of current advertising design, however, that unconscious plagiarism be not encountered during the progress of a series.

Here is a given amount of white space and the artist is asked to fill it with picture and text in such a manner as to commend attention, create visual interest and individuality, and provide the best possible setting for picture and story. Primarily, however, the purpose of the composition is to "spring an optical surprise."

It is no new scheme by any means, but those interested in this general subject should occasionally take a dozen or more duplicates of some favored advertisement, in proof form, and, cutting the various segments apart, play with them, in the given space, as with the parts of a jig-saw puzzle.

Shift the parts about, shuffle them up into odd and unexpected combinations. Put the illustration at the bottom and the text at the top. Inject a headline where you might never expect to see a headline. And suddenly it will occur to you that there is, indeed, no limit to the number of novel arrangements. They could run into the thousands from the one set of ingredients.

Incidentally, it might easily occur

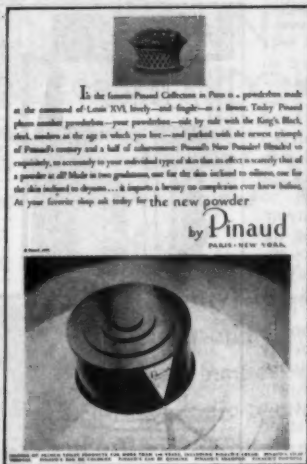
that your original advertisement, as used, would be tame in comparison with the newer, chance compositions. A famous Paris dressmaker said that with a few yards of silk and a pleasing model, he could design 10,000 dresses, no two alike. Why should the same thing not be true of the fabric of advertising layout?

There is a lazy state of mind which prompts some visualizers to do the obvious in composition and to follow the line of least resistance—a headline, a picture and some text, winding up with a company signature. But there are not so many of these campaigns and they are becoming rare in our magazines and newspapers. The surest method of meeting display competition is to fight it with thoroughly original layout ideas. This idea has usurped the place of daring techniques for illustrations.

That it is possible to arrive at some daring layout plan and to serialize it, with variations, is understood by those who are firm believers in campaign continuity. But it must be admitted that there is a decrease in the "family of advertisements" process. Each display is a separate thing unto itself, with trade-marks and signatures the sole binding tie.

But how are these eccentric patterns arrived at? Are there any practical rules governing the visualizer's interesting experiments? No. A pad of paper and a pencil alone solve the problem. One must try out many schemes and sketch out many different arrangements, until the strikingly unusual is discovered.

Given the specific space, it is



In the famous Pinaud Collection in Paris is a powder made at the command of Louis XVI, lively—and fought—as a flower. Today Pinaud shows another powder—your powder—made by rule with the King's Black, steel, mirrors as the eye in which you live—and packed with the secret triumph of Pinaud's mastery and a half of achievement: Pinaud's New Powder! Blended exquisitely, so accurately to your individual type of skin that its effect is scarcely that of a powder at all! Made in two gradations, one for the skin inclined to oiliness, one for the skin inclined to dryness... it imparts a beauty so complexion over know haloes. At your favorite shop ask today for the new powder

by Pinaud  
PARIS-NEW YORK

Advertisers Are Disregarding Many of the Old Layout Rules Today

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## REACHING THE BUYER IS HALF THE SALE



## Preferred Position—Next to Buying

### Major Products Advertised on Criterion Boards

St. Louis Globe-Democrat  
Diamond Crystal Salt  
Kinney Shoes  
H. J. Heinz Products  
Citrus Washing Powder  
and Soaps  
Old Witch Ammonia  
Cloverbloom Butter  
Borden's Evaporated &  
Condensed Milk  
Ipana Tooth Paste  
Carnation Milk  
Coca-Cola  
Hecker's Flour  
Red Cross Plasters  
Johnson & Johnson  
Baby Powder  
Sapolio

**N** EIGHBORHOOD posters reach continuous daily neighborhood circulation — people who buy regularly in the neighborhood stores on which the posters appear.

Where is a better place for daily reminders to them — what is a better time — than on their way to stores? Especially the housewife, on her daily marketing trip.

No. 11 of a series, inviting attention to twenty unique features of Criterion National Neighborhood Posting, Criterion Service, Graybar Building, New York City.

## CRITERION SERVICE

The Original and Only Uniform National  
Service of 3-Sheet Neighborhood Posting

CRITERION SERVICE, GRAYBAR BUILDING, NEW YORK CITY

Please send us the portfolio advertised in Printers' Ink



Company Name .....

Address .....

Attention of .....

Title .....

L

customary for artists to "play" with lines, angles, circles, unconventional forms, discarding many, in order to attain a "one best." Modernistic art has, of course, simplified their task. There is so much more freedom than in former days.

A visualizer of great talent who has created some of the most original schemes in layout admits that he finds the inspiration for many of his campaigns in an old book on decorative design, illustrated with plates from the architecture of the ages. Geometric forms are located here which lend themselves readily to the requirements of advertising composition.

Another artist turns to the Persian rug of his own studio for themes. A third makes a maze of lines in the space, and weeds them out until a sufficiently ingenious composition develops. Straight lines are drawn to designate text, and a flat wash of gray represents the illustration.

One point is definitely certain under the new regime: We seem to have discarded for good and all the far too familiar habit—and it was just that—of breaking up the advertisement into set forms of text and picture, orderly, precise and standardized. The "sky is the limit" today as regards composition. And above all else, an effort is made to inject action into the layout.

There was a time when this seeking after movement in a layout was arbitrarily confined to the illustration itself. Now the composition of the entire advertisement takes up a liberal share of this difficult burden. A picture may be as commonplace and as inactive as you please, but this deficiency is made up for by the cleverness of a spirited arrangement of type and illustration. And here is where directing lines come in and the flow

of motion through the reading matter as well as the artist's canvas. It might be necessary to grieve this artist by chopping his original picture up a bit into an odd form, but when he sees the completed message, he recognizes why it was done and is reconciled. His own work is helped along by the art of the visualizer.

**ATWATER  
KENT  
RADIO**

**SCREEN-  
GRID**

**Your  
radio  
and your home  
—now they just suit  
each other!**

THINK THAT of limited choice in cabinet radio is past. Atwater Kent has found a way of letting you select a cabinet just as you select other choice pieces of furniture for your home.

First, you decide in so many others are doing that your radio must be an Atwater Kent Screen-Grid. This makes the question of performance. Then you make up your mind what sort of cabinet will be appropriate for your home—and what price you wish to pay.

This new system in selecting beautiful radio cabinets is precise because not one or two, but scores of Atwater's finest cabinet designers, each building to his own design, are working cabinets especially for Atwater Kent Screen-Grid Radio. Each cabinet is worthy of its set. It enhances—and is part of your home.

See the Atwater Kent Radio in the window of the Atwater Kent Radio Store, 1234 Broadway, New York City, N. Y.

See the Atwater Kent Radio in the window of the Atwater Kent Radio Store, 1234 Broadway, New York City, N. Y.

SPENDING ADVERTISING BUDGETS WISELY. A. J. Jones, Inc., President, 1234 Broadway, New York City, N. Y.

**Atwater Kent Advertisements Are Made Distinctive by Their Unusual Layout Treatment**

The advertisements which are reproduced with this article are all interesting examples of what the modern visualizer is doing. All the old rules of layout are being broken and the results are attractive and interesting.

### Southwest Dairy Appoints Little Rock Agency

The Southwest Dairy Products Company, with headquarters at Dallas, Tex., has placed its advertising account with the S. M. Brooks Advertising Agency, Little Rock, Ark. Newspaper, outdoor and direct-mail advertising will be used to feature the company's trade-mark, "Dairyland."

# Startling!

Many, probably, will check it up

## BUT THIS\* IS TRUE OF THE SOUTH



### ALSO TRUE:



You can't cover the Nation without covering the South—and you can't cover the REAL South without Holland's.

\*From 1900 to 1927 the South Exceeded the Nation in Increased GOOD ROADS Expenditures by 1,141%.



Increase In The  
**SOUTH 2,993%**



Increase In The  
**NATION 1,852%**

# Holland's

The Magazine of the  
**SOUTH**

**Circulation 425,000**

*In the South 68,000 More Than Any Other  
Magazine Published*

Main Office and Publishing House, Dallas, Texas  
Eastern Office, New York, 52 Vanderbilt Avenue  
Western Office, Chicago, 122 S. Michigan Avenue



# SUBSTITUTION *wasn't just*

**T**HIS client had a product sold through drug stores.

In the United States, he ignored substitution and overwhelmed it by sheer advertising volume.

Why not, he asked, do the same thing abroad?

But conditions were not exactly the same in England.

A lower priced British product had a similar name—and a legal right to use it.

Druggists, or chemists, as

the Englishman calls them, were in the habit of asking, "Do you want the American or the English brand?" and native loyalty stepped in.

More than this, the English chemist stuck fairly close to his drugs. He wasn't busy selling sandwiches, toys or bathing suits, and he had time to make a few substitutions of his own. So he sold them at one-third the price of the American product.

## ERWIN, WASEY and

### Offices:

CHICAGO  
NEW YORK  
SAN FRANCISCO  
LOS ANGELES  
SEATTLE  
LONDON  
BERLIN  
PARIS  
STOCKHOLM  
BRUSSELS  
ROTTERDAM  
HELSINGFORS  
MILAN  
COPENHAGEN  
ZURICH  
BARCELONA

American representative  
of European offices:  
Graybar Building  
New York City



it just be same in

# ENGLAND

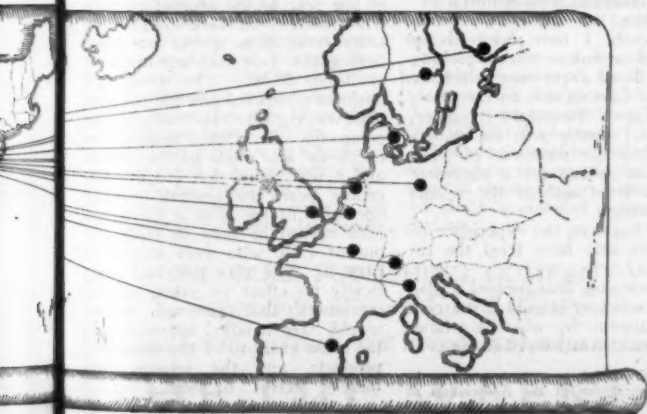
lls the office in London found of asking these things out. The facts American were laid before the client in and?" the United States. He con- ed in. ted to try a campaign e Engli nkly combating substitution. y close Sales had fallen off 8% dur- sn't bu the time we used the Ameri- toys a type of campaign. This he h ar, with the copy aimed substituti ectly at substitution, sales old the ve increased 25%.

ice of t A simple story, but a power- one, in showing the need

of such informed service as Erwin, Wasey & Company, Ltd., is delivering in Europe.

Eleven offices, in eleven countries — 'possessed' of an American understanding of advertising but operating with the European's point of view — are ready to make your advertising in foreign countries effective. For eleven years, they have served many of America's foremost advertisers in Europe.

## Erwin, Wasey & Company, Ltd.



# Faults That Rebating and Dealer Stock Selling Have in Common

Mutualization of Profits with Distributors Is Not an Effective or Economic Method of Sales Promotion

By Professor Melvin T. Copeland

Graduate School of Business Administration, Harvard University

"**M**UTUALIZATION of Manufacturer's Profits with Distributors," the subject of this paper, is rather a high-brow name for a variety of schemes which seek to induce special effort on the part of distributors to increase their sales of the products of particular manufacturers. The plans which I shall discuss fall into two general classes:

(1) Rebate plans, whereby distributors receive rebates, bonuses, or extra discounts at the end of the year, or other specified period of time, as a reward for increasing the sales of particular products; and

(2) Plans for the sale of stock to distributors. In other words the mutualization of profits that we are discussing is accomplished by extra discounts or by dividends on stock held by distributors. These two classes of plans fundamentally have much in common, but the differences are great enough to necessitate separate consideration here.

Let us take the rebate or discount plans first. There is hardly a topic relating to sales promotion that has come up so frequently in my conversations with manufacturers during the last three years. Consequently I have been giving continued attention to it, picking up records of experience wherever possible. Last month, furthermore, Mr. Haase [secretary-treasurer, A. N. A.] kindly sent an inquiry for me to the members of your association asking for a statement of plans tried and of the results experienced.

What has been the experience of companies that have tried the rebate plan?

One company inaugurated a plan in 1920 whereby it paid 2 per cent on the amount by which a wholesaler's purchases exceeded the pre-

vious year's purchases if the increase was 25 per cent to 50 per cent; 4 per cent bonus, if increase was 50 per cent to 75 per cent, and 6 per cent if increase was over 75 per cent. Out of 6,500 accounts, 1,274 received bonuses at the end of the year. The sales to customers receiving the reward increased 105 per cent. The sales to customers not earning a bonus decreased 28 per cent. The amount distributed in bonuses under the plan for 1920 was \$16,500, slightly less than 1 per cent of the company's sales. Certain other factors outside the plan, such as price changes, affected the results of its operation, however, and it was discontinued at the end of the first year. Wholesalers who did not receive a bonus were disgruntled and the reward was so small in percentage of sales as to have small influence with many customers.

A second company, also a national advertiser, adopted a plan of crediting a discount of 5 per cent off wholesale list prices at the end of the year to the account of each wholesaler, chain store company, or large retail firm whose purchases during the year had amounted to at least \$2,500. The company's business prospered and the discount plan was regarded favorably by the company. In 1926, however, a check-up was made of the results and it was found that for the preceding year, the seventh year of operation of the plan, a rebate had been earned by only 68 customers out of 1,230 who were eligible to earn it. The plan had had practically no effect on sales, for the customers that received rebates would have handled approximately the same quantity of the company's products, and the rebates were merely "velvet" to them.

A third company, with a large

An address delivered last week at the annual convention of the Association of National Advertisers.

# To Those Who Sell (or expect to sell) in Export Fields

*A round the world tour undertaken to  
gather specific FACTS, definite FIGURES,  
influential NAMES.*

Men who have spent their business lives developing export markets tell us they've never seen anything like it before.

They read Mr. Leigh's Survey on Venezuela, for example, and in *half an hour* secure more definite information, more specific facts about conditions than they've gained in years of export experience.

They know exactly what problems they must meet—the size of the market, companies operating, names of officials, buying habits, transportation and labor characteristics, competitive tactics—and as a result know also how to go after the business most effectively.

Mr. Leigh's Survey on Venezuela is only one of a group covering the oil-producing countries of the world. No theory here—no hearsay—no imagination. Every word, fact, figure



ROY E. LEIGH

and name is based on expert information *gathered on the ground*. The most influential men in the country, personally interviewed, contribute to its completeness and authenticity.

Mr. Leigh is associate editor of THE OIL WEEKLY. Back from the West Indies and from South America, he is now about to embark for Europe. Every important oil field

in the world will, in time, be visited and reported.

Such information, if it could be privately obtained at all, would cost a fortune. Yet it is placed, without charge, at the command of THE OIL WEEKLY advertisers!

How you can avail yourself of this service—how you can use it to gain your full share of export business—will gladly be explained on request. Address

THE GULF PUBLISHING COMPANY

3301 Buffalo Drive, Houston, Texas

*Publisher of THE REFINER, THE PETROLEUM MARKETER and*

## THE OIL WEEKLY

# Still going U P W A

## CIRCULATION

For November our press run is 1,575,000 copies, making the fourteenth month's circulation a gain when totals over 175,000 for that period. The total net paid for November will be about \$510,000.

# 1,510,000

Here are one-fourth of the farm families in the United States, having a one-third of the total farm income to spend.

\$2,500 cash income per home is a low estimate for the type of family reached by The Farm Journal. They are above average users of clothing, shoes, foods, furniture, home equipment, automobiles, radios, silk stockings, face creams—everything.

The manufacturer who features his products in this great market will find ready buyers and ready money.

PHILADELPHIA  
New York Chicago

# THE F a

# WARD

## ADVERTISING

November shows a notable gain in advertising linage. This is the fourth successive month and the eighth month this year—that The Farm Journal has made advertising gains.

Advertisements have been the concern of leading authorities. Artistic by Dr. Riley T. Edwards, Director, Institute of Research and Economics and the University of Chicago; C. F. K. King, Director General, Motor Research Laboratories; Senators Root, McNary and other statesmen, economists.

Fiction by Courtney Riley Cooper, Samuel Merwin, Octavus Roy Cohen, Emma Lindsay-Squier; sports by Bozeman Bulger and Grover Theis; articles for women by Florence Taft Eaton, Eleanor Boykin, Anna Dee, Phyllis Wray—and many others are reasons why The Farm Journal is "a magazine of influence having a great unduplicated market."

P. E. Ward, *Publisher*

# NATIONAL The Farm Journal

*Made for farm people and sold  
to the people it is made for.*

volume of sales to the grocery trade, tried out a rebate plan not long since but gave it up after two years' experience, because it caused friction with some distributors and also because it was too expensive to operate. A fourth company, likewise a national advertiser, has had a somewhat similar plan in operation for several years, and one of the executives told me not long ago that the company would like to give it up, but did not dare to risk the breach.

Several years ago a tire manufacturer introduced a discount plan whereby a bonus of 1 per cent to 10 per cent was paid at the end of the year to dealers whose purchases had reached certain specified amounts; 1 per cent on net purchases of \$1,000 to \$2,500, for example, 5 per cent on net purchases of \$15,000 to \$25,000, and 10 per cent on net purchases over \$100,000. Similar plans were adopted soon thereafter by other tire manufacturers, and the industry was practically at the place it had started from.

In brief, in every case where I have been able to secure definite facts regarding the operation of such rebate plans, the results have either been null or adverse. I will not go so far, of course, as to say that none of these plans are or can be successful. I have not been able as yet, however, to secure real evidence of more than very temporary success.

The reasons why so many of these plans have been disappointing in their results are not difficult to comprehend. If the rate of rebate is low, it does not have sufficient weight with the distributors to influence sales. If the incentive to push the line is made large enough to be effective, the cost to the manufacturer is heavy and a sum of money equivalent to the cost of the rebates ordinarily can be used more effectively for other forms of sales promotion and advertising. If such rebates seem likely to be effective in a competitive industry, furthermore, then similar plans may be offered by competitors, and the net result is what amounts to a cut in price.

If the rebates are scaled so that only the large customers can secure them, the plan amounts to a price concession to favored customers.

With reference to the possible action of competitors in seeking to offset the influence of a rebate plan, the experience of a company selling a widely advertised product to hardware stores is significant. The company abandoned its rebate plan after a short trial because its competitors told the dealers that they (the competitors) would give the dealers an equivalent discount at once instead of asking them to wait till the end of a contract period. An immediate reward or concession is always more tempting than a future bonus.

The advocates of these rebated plans, in my opinion, start with an unsound premise. They expect the distributors to "push" a certain brand of merchandise ahead of competing products, to accord it preferential treatment. In last analysis this really means encouraging substitution. Many a manufacturer who criticizes jobbers and retailers for not "pushing" his product is in effect saying that the distributor who "pushes" his product is a "fine feller," but that if he substitutes the product of some other manufacturer he is a scamp or at least an ingrate.

The fact is, I think, that in such competitive industries as hardware, groceries and drugs, all that a manufacturer fairly can expect from distributors is benevolent neutrality toward particular brands, and that reliance should be placed on effective advertising to consumers rather than on preferential treatment by the distributors for maintaining and increasing sales.

Insofar as the dissatisfaction with distributors' services, which it is sought to correct by means of rebate plans, is the result of the general failure of distributors to function effectively as merchants without preferential treatment of particular brands, it is an indictment of the general distributing system as operating at the present time. The causes for dissatisfaction on that general ground go far



## ... and they stuck!

For a quarter of a century, The San Francisco News sold for two cents a copy. Then, overnight, the price was increased to three cents.

"You'll lose 15,000 daily circulation," friendly publishers counseled. "You'll be set back five years," others said.

While the city watched, The News improved its product. The paper was expanded to include a complete financial section, the best features and better coverage of all news.

Instead of losing circulation, The News kept its old subscribers and gained new ones. The September 30, 1929 statement showed The News with 88,466 net paid . . . a gain of 3,111 copies daily over the preceding six months.

That's a demonstration of reader loyalty. It's a forceful demonstration that no shrewd advertiser can overlook in preparing to cover the rich San Francisco market.

## THE SAN FRANCISCO NEWS

A Scripps-Howard Newspaper

NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS

230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT  
BUREAU OF CIRCULATIONS  
. . . OF THE UNITED PRESS  
and of  
MEDIA RECORDS, INC.

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS  
DETROIT . PHILADELPHIA . BUFFALO . ATLANTA

Reaching the

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**AMERICAN BUILDER**  
THE WORLD'S GREATEST BUILDING PAPER

November 1929  
Price 35 Cents

BUILDING DEVELOPER

A.B.C.  
and  
A.B.P.

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# neBuilder

**T**HERE is a builder or contractor on every construction job . . . from bungalow to skyscraper.

He buys all building materials, equipment and specialties to construct and complete commercial, ecclesiastical and monumental structures as well as residential developments ranging from a few homes to modern apartment hotels. He decides or influences decisions regarding the products he buys. He is worth cultivating.

And the **AMERICAN BUILDER**, which now includes **BUILDING DEVELOPER** AND **HOME BUILDING**, covers in its editorial pages every phase of building activity. It has by far the largest circulation of any publication in the building industry and reaches scores of thousands of contractors and builders, in addition to thousands of speculative builders, real estate developers, apartment house builders, architects and dealers.

## AMERICAN BUILDER

(including Building Developer and Home Building)

105 W. Adams St., Chicago      30 Church St., New York  
Terminal Tower, Cleveland      215 Market St., San Francisco



ns Boardman Publication

too deep to be remedied by these more or less superficial rebate and bonus plans.

When we turn to a consideration of the mutualization of profits with distributors by means of dividends on stock sold to them, it is necessary to differentiate between two distinct types of distribution. A company manufacturing heating equipment, for example, which grants exclusive agencies to selected dealers, may be able to secure greater interest and co-operation on their part by offering them an opportunity to become stockholders in the manufacturing company. That situation is one in which the objective is better merchandising generally on the part of distributors rather than an effort to secure preferential treatment. A possible disadvantage in such an arrangement, it may be pointed out incidentally, is that the manufacturer, who sells stock to distributors under such conditions, sacrifices a certain independence of action with reference to future changes in distribution plans.

In contrast to the above situation is one in which the manufacturer seeks intensive distribution through many retail stores. There the objective of the sale of stock is likely to be to induce preferential action by the distributors.

Several new plans, varying considerably in detail, have been promulgated recently for the sale of securities by manufacturers to distributors. These new plans have not been in operation long enough to enable us to judge the results.

Of the older plans, there are three to which I wish to refer specifically. The first is the Rexall plan of the United Drug Company, under which the Rexall agents purchased stock in the manufacturing company. I have no first-hand information regarding the Rexall plan, but I judge that it has been thoroughly successful. Too great reliance should not be placed on that precedent, however, by other manufacturers contemplating similar schemes. In the first place the chaotic price conditions in the drug trade at the time when the Rexall plan was inaugurated gave it an

opportunity for a favorable start. In the second place the adoption of the plan was co-incident, I believe, with the establishment of the manufacturing business; that was quite a different situation from that of a manufacturer with established distribution. In the third place the stock-holding retailers were granted exclusive agencies, an arrangement not suited to the needs of most drug manufacturers.

The second case to which I wish to call attention is that of the Winchester Company, which adopted a plan in 1919 modeled closely on the Rexall plan. It was so thoroughly unsuccessful that it has been abandoned.

The third case is that of a manufacturer, to be unnamed, who sold preferred stock in his company to retail grocers and proprietors of meat markets. In 1920 the company suffered losses which made it advisable to pass the dividends on the preferred stock but such action was deferred until the company was threatened with serious embarrassment. It was impeded in carrying out a sound financial policy by apprehension over the possibly adverse effect of passing dividends on stock held by customers on whom it had to rely for sales. The company suffered from making its financial policy subservient to a sales promotion scheme.

During recent months the prevalent stock market psychology has given an alluring appeal to plans for selling stock to customers as an aid to sales promotion. Presently we shall have another bear market, probably a grizzly bear market. Then some of these plans may take on quite a different aspect.

There are two broad reasons for doubting the basic soundness of these stock selling plans, aside from any relation to the course of the stock market. In the first place, if such a plan is good for one manufacturer, it should be good for many. Suppose that ten, twenty or fifty grocery manufacturers were to seek the good-will of the retail grocers by offering them stock. The idea that the grocers could buy it in large enough amounts to interest

them in promoting sales obviously is absurd, and if they could buy in such amounts, the effect of their purchases would be to have them "pushing" various competing brands simultaneously, another *reductio ad absurdum*.

Quite aside from the effects of these stock plans on sales of particular brands of merchandise, there is still another major consideration. When a manufacturer induces his customers to invest their savings in the securities of his company or in enterprises under his management, he morally assumes a position of trust, the obligations of which he may not be able properly to fulfil. It is a serious matter to place oneself in a position of that sort.

The conclusion which I have reached, therefore, from the evidence available, is that most manufacturers cannot gain any appreciable advantage by attempting the mutualization of profits with distributors. It does not commend itself to me as an effective and economic method of sales promotion. In reaching this conclusion I fear that I may seem to have been destructive rather than constructive. I am fully aware, nevertheless, that there are grave obstacles to the smooth distribution of well-advertised merchandise in many retail trades, and that in certain trades the chronic difficulties have been augmented of late by mergers and other special developments. I am sure that effective means will be found eventually for overcoming these obstacles. But, in the time at our disposal today, all that I can say is that, in my opinion, the so-called mutualization of profits does not promise to yield the solution.

### Appoint Whipple & Black

The Ever Ready Coal Burner Company, automatic stoker and ash removers, and the National Muellermist Company, Inc., lawn sprinkling systems, both of Detroit, and the Michigan All-Food Products Company, Perry, Mich., "waterless vegetables," have placed their advertising accounts with Whipple & Black, Inc., Detroit advertising agency. The Ever Ready account will use newspapers and radio advertising. Plans for the National Muellermist account call for the use of magazines and direct mail.

### American Society of Sales Executives Elects

T. J. Reynolds, vice-president of the Diamond Match Company, Springfield, Mass., was elected chairman of the American Society of Sales Executives, at its annual conference held recently at Washington, D. C., H. W. Hoover, president of The Hoover Company, North Canton, Ohio, was elected secretary and R. D. Keim, general sales manager of E. R. Squibb & Sons, New York, was made treasurer.

The newly elected executive committee includes these officers and the following: C. R. Cain, of Swift & Company, Chicago; B. A. Franklin, vice-president of the Strathmore Paper Company, Mittineague, Mass.; W. I. Goodwin, of the General Foods Sales Company, Inc., New York, and Norval A. Hawkins, of Detroit.

The following program was discussed at the conference: "Business Conditions and the Business Trend," "Merchandising Investigations Made by the U. S. Department of Commerce and the U. S. Chamber of Commerce," "The Effect on Individual Business by (a) Spread of the Investment Trust Movement (b) The Sales of Stocks in the Thrift Enterprises of Larger Concerns," "Coupon Advertising," "Radio Advertising," and "New Trends in Merchandising and How to Meet Them."

### Advanced by "Christian Science Monitor"

M. Alvah Blanchard, formerly an advertising representative at New York for *The Christian Science Monitor*, has been appointed assistant Eastern advertising manager of that publication, with headquarters at New York. He succeeds Dana F. Woodman, recently resigned.

Harry J. Birtley, formerly with the Consolidated Appraisal Company, New York, has joined the advertising staff of the *Monitor*, at that city.

### Sandusky "Register" Acquires "Star-Journal"

The Sandusky, Ohio, *Star-Journal* has been acquired by the Sandusky *Register*. Each newspaper will be continued, the *Register* in the morning and the *Star-Journal* in the afternoon.

The merger properties will be incorporated under the name of Sandusky Newspapers, Inc., with R. C. Snyder, now publisher and editor of the Norwalk, Ohio, *Reflector-Herald*, as president and general manager.

### Aviation Accounts to Landis Agency

Interstate Air Lines, Inc., and Interstate Flying Schools, both of Evansville, Ind., have placed their advertising accounts with the Reed G. Landis Company, Chicago advertising agency. Newspapers and direct mail will be used.

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Improved Acres Per Farm  
PACIFIC NORTHWESTWASHINGTON  
IDAHO, OREGON  
PRODUCE $\frac{1}{3}$  NATION'S APPLES $\frac{1}{7}$  NATION'S WOOL $\frac{1}{8}$  NATION'S SHEEP $\frac{1}{10}$  NATION'S WHEAT $\frac{1}{12}$  NATION'S POTATOES

COWLES PUBLICATIONS

## LARGER FIELDS

*Mean Buying Power  
Nation's Average for  
Growers of Pacific*

POTATOES—YIELD PER ACRE

(U. S. Dept. of Agriculture Figures  
for 5-year Period)

United States.....107.4 Bu.

Washington, Idaho and Oregon...142.3 Bu.

**BUYING POWER!** What creates it? In the farmer's case two factors are paramount. 1. Number of acres farmed. 2. Yields per acre. In Washington, Idaho, Oregon, the average farmer plows, cultivates and plants one-third more land than the average U. S. farmer; and on these larger farms harvests far bigger yields per acre with quantity production cutting down "manufacturing" costs and increasing profits.

In 1929 the Pacific Northwest's output of potatoes and apples, both major crops, is ahead of its average output for the 5 years 1923-27. Buying power of Pacific Northwest farmers is being increased tremendously by high prices resulting from a



Harvesting Potatoes in Pacific Northwest

-1929 FARM OUTPUT

Thoroughly Cover This

ONE ORDER, ONE

THE PACIFIC NORTHWEST

THE WASHINGTON FARMER THE

Reach 7 out of every 10 Farmers

General Offices: Spokane, Wash.

Advertising Representatives: Associated Publishers, New

# BIGGER YIELDS

*41% Greater Than  
Farmers and Fruit  
Northwest States*



Improved Acres Per Farm  
UNITED STATES

national shortage of these crops amounting to 24% reduction for potatoes and 16% for commercial apples as compared with 1928. Gain, \$29,308,700 over 1928 returns from these two crops!

Government surveys show 41% greater purchasing power for Pacific Northwest farmers, show commodities bought in greater quantities per farm family in this area, and a generally higher standard of living. (See U. S. Department of Agriculture bulletin No. 1466 and circular No. 60, Gov't Ptg. Office).

Just as the advertising man looks to Printers' Ink Weekly for information regarding the peculiar problems of the advertising profession so do Washington, Idaho and Oregon farmers rely on their state farm weeklies, **THE WASHINGTON FARMER**, **THE IDAHO FARMER**, and **THE OREGON FARMER** for information about their peculiar farming problems. In the farmer's case his state weekly is the *only* paper dealing reliably and at close range with his home state problems and interests. Consequently, the state weeklies have a powerful and unparalleled influence with their 110,000 farmer subscribers in Washington, Idaho, Oregon, as proved by over 61,000 pieces of correspondence sent to them annually by their readers. Over 83% of their circulation is Unduplicated by any other farm paper.

MARKET SURVEYS showing the demand for 64 commodities on the farms of Washington, Idaho, Oregon, have been compiled. The survey for your particular line of merchandise will be gladly mailed on request—send for it.

OVER \$700,000,000  
Favored Farm Field With

AND ONE MEDIUM  
WEST FARM TRIO

THE NO FARMER THE OREGON FARMER

10 Farm Fruitgrowers in Their States  
Wash. Branch Offices: Seattle, Portland, Boise.  
Associated Farmers, New York, Chicago, San Francisco

WASHINGTON  
IDAHO, OREGON  
YIELD—

32% MORE POTATOES PER ACRE

52% MORE WHEAT PER ACRE

53% MORE HAY PER ACRE

65% MORE BERRIES PER ACRE

134% MORE VEGETABLES PER ACRE

200% MORE APPLES PER ACRE

THAN NATION AS  
A WHOLE



The Spokane Country—101,733 urban families. The Spokesman-Review and Spokane Chronicle, circulation 93,000 (86% Unduplicated.)



## Data on Mail Order and Direct Mail

JAMES VICK'S SONS, INC.  
ROCHESTER, N. Y.

Editor of PRINTERS' INK:

Can you furnish me with a list of books on mail-order and direct-mail advertising and selling and the names of the publishers?

I would appreciate a prompt reply.

JAMES VICK'S SONS, INC.,  
S. M. PREVOR,  
Sales and Advertising Mgr.

THE books in PRINTERS' INK's library dealing entirely with mail-order and direct-mail advertising and selling methods were listed for Mr. Prevor. Inasmuch as the list may be of interest to others it is printed below. In each instance the name of the author and the publisher is given together with the title of the book:

"Effective Direct Advertising," by Robert E. Ramsay, D. Appleton & Co., New York.

"Increasing Direct Advertising Returns," by Flint McNaughton, Flint McNaughton, Chicago.

"Intensive Selling," by Flint McNaughton, Flint McNaughton, Chicago.

"Mail Order and Direct Mail Selling," by S. Roland Hall, McGraw-Hill Book Co., New York.

"Mail Order Handbook," by Ralph K. Wadsworth, Dartnell Corp., Chicago.

"More Business Through Postcards," by Flint McNaughton, Flint McNaughton, Chicago.

"Science of Marketing by Mail," by Homer J. Buckley, B. C. Forbes Pub. Co., New York.

"Selling by Mail," by V. E. Pratt, McGraw-Hill Book Co., New York.

Lists detailing the articles that have appeared during the last few years on direct-mail advertising and mail-order selling plans in PRINTERS' INK and PRINTERS' INK MONTHLY have been prepared. Copies will gladly be sent to readers who would like to have them.—[Ed. PRINTERS' INK.]

### Samuel Hutton Joins Ayer

Samuel Hutton, for nine years an account executive of the Honig-Cooper Company, San Francisco, now merged with Erwin, Wasev & Company, has joined the staff of N. W. Ayer & Son, Inc.

### Succeeds Merle Crowell on "American Magazine"

Sumner N. Blossom, editor of *Popular Science Monthly*, New York, has been appointed supervising editor of the *American Magazine*, published at that city by the Crowell Publishing Company. He succeeds Merle Crowell, who resigned because of ill health. Mr. Blossom has been editor of *Popular Science Monthly* for the last six years. He was formerly managing editor of the *New York Daily News*.

### S. J. Levin with Ronson Lighter

S. Jay Levin, formerly promotion manager of the Brooklyn *Standard Union* and president of the Columbia Advertising Corporation, is now advertising manager of the Art Metal Works, Inc., Newark, N. J., manufacturer of Ronson De-Light lighters and Ronson Perfu-Mists.

### Myles Standish with Boston "Post"

Myles Standish, who formerly conducted his own business at Detroit as Western representative of a list of business papers, has been appointed financial advertising manager of the *Boston Post*. He was, at one time, associated with William C. Freeman on the Hearst newspapers at New York.

### J. F. Bowers, Jr., Starts Own Business

James F. Bowers, Jr., formerly with the financial advertising department of the *Chicago Journal of Commerce*, has left to go into business as a publishers' representative at Chicago. He has been appointed Western representative of the *Financial Post*, Toronto.

### B. F. Goodrich to Acquire Hood Rubber

The B. F. Goodrich Company, Akron, Ohio, has approved a plan for the acquisition of the Hood Rubber Company, Watertown, Mass., and its distributing company, the Hood Rubber Products Company.

### New Account to Doyle, Kitchen & McCormick

The Kay Laboratories, Inc., Providence, R. I., has appointed Doyle, Kitchen & McCormick, Inc., New York advertising agency, to direct its advertising account.

### W. V. Tanner, Publisher, Seattle "Post-Intelligencer"

W. V. Tanner has become publisher of the *Seattle Post-Intelligencer*. He succeeds James A. Callahan.

1929

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## THE RIGHT IDEA

If, right now, you are in need of a good, sound, practical selling idea for a direct-mail piece, or campaign, may we point out that there is no one source from which they spring.

No doubt you are familiar with several sources of good ideas and have used them in the past, with satisfactory results.

But if those on whom you have drawn in the past don't seem to click *now*, don't blame them, for ideas are not turned out on a production schedule. Employ a fresh viewpoint. Try a **NEW** source.

And, should you turn to us you will find at your command ample resources of talent, a tested resourcefulness, and 53 years' experience. We'll put all these behind the search for that one right idea, and we'll strike it or retire gracefully from the picture. In either case, you win.

*Isaac Goldmann Company*

FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST  
NEW YORK, N.Y.

TELEPHONE  
WORTH 6080

**MODERN  
COLORFUL  
STYLISH...and  
within your means!**

In color and texture, your selection of Face Brick is limitless. Harmonious blends or contrasts of every color and shade you can imagine.

The colorful beauty is lasting, too! You enjoy upkeep economy and permanence of style that more than compensate for the small additional first cost . . . . . at most, only a few hundred dollars.

Because of its enduring value, Face Brick construction is preferred security for mortgage loans. It's not only the permanence of the material itself, but the strength and fire protection that it provides . . . See the newest colors and textures at your nearest Face Brick display room. American Face Brick Association, 2122 City State Bank Building, Chicago—26 Queen Street East, Toronto, Canada.



**FACE BRICK**

is a sweeping choice of blending and contrasting colors, from the lighter tones of grey, cream, buff, golden and brown-reds to molten greens, blues, reds and the darker shades of mahogany, brown, purple and gun metal black.



Beautiful new illustrated book in natural colors, sent free on request of your name and address.



Color advertisements  
for American Face  
Brick Association are  
now appearing in  
national magazines.

# HE'S A "BRICK"

You've often thought it and said it—about a friend; meaning he's dependable, consistent, loyal—a "stout fella."

To crystallize those very ideas concerning Face Brick as the ideal building material, the American Face Brick Association employs the logical method—National Advertising.

To help them deliver their message, the Association employed this agency; on a basis of interpretive skill and thorough first-hand experience with their own distributing and selling problems.

**Williams & Cunnyingham**

*Whose business is the study and  
execution of good advertising*

6 NORTH MICHIGAN AVENUE, CHICAGO  
PHILADELPHIA

TORONTO



ROCKFORD

# SOUTHERN *flying* KNOWS NO *season*



*T*

HE South is an all-year-round flying ground. Aviation activity goes on, uninterrupted, all seasons at an ever-increasing rate.

New transport lines are being opened and existing ones extended. New franchises are being taken on. New airports are being built, and old ones improved.

Keep your sales volume up through the winter months, as others are doing, by using the pages of Southern Aviation. With 6,000 copies per issue, it covers every phase of the industry in the 18 Southeastern and Southwestern states. Make your reservation for the December issue now.

## SOUTHERN AVIATION

*Published by*

**W. R. C. SMITH PUBLISHING CO.  
ATLANTA, GEORGIA**

*Also publishers of Southern Automotive Dealer, Southern Hardware, Cotton, Electrical South, Southern Power Journal.*



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# Those "Trade-Mark" and "Patent" Tariff Amendments

They Are Aimed at American Manufacturers Who Import Goods Which They Have Manufactured Abroad; Not at Foreign Manufacturers

LUKUTATE CORPORATION OF AMERICA  
NEW YORK

Editor of PRINTERS' INK:

We have read with interest the article on page 72 of your October 3 issue, regarding the new Congressional Bill to bar foreign-made products imported under American Trade-Marks.

Since this is of vital importance to our business we would appreciate the text of this bill, together with some explanatory comments. Has this bill been passed by both Houses, and what would the immediate effect be upon organizations which are now importing foreign products and selling them under an American trade-mark?

LUKUTATE CORPORATION OF AMERICA

**B**EFORE attempting to explain the particular section of the pending Tariff Act which deals with American trade-marks and patent notices, it might be well to say a few words about the entire Act. This Act is known as the "Tariff Act of 1929" or "Tariff Bill, HR 2667, to provide revenue, to regulate commerce with foreign countries, to encourage the industries of the United States, to protect American labor, and for other purposes."

The bill was originally drafted by the Ways and Means Committee of the House of Representatives after that committee had held hearings at Washington "for the purpose of examining the effect of the operation of the Tariff Act of 1922 with a view to making readjustments where found necessary." The bill was then presented to the House of Representatives, which passed it on May 28, 1929. It was then sent to the Senate of the United States and referred by that body to the Committee on Finance.

The Act was reported back to the Senate on September 4, 1929, with amendments as suggested by this committee. The Senate now has this amended Tariff Act under consideration and each day brings up and discusses certain sections. After those sections on which there

is disagreement have been improved or amended according to the wishes of the majority of the Senate, and further amendments added, the entire Act will be voted on. If accepted by the Senate it will then be referred to the Conference Committee, which is composed of five representatives from the Senate and five from the House of Representatives. This committee will take up the sections of the Act on which the House and the Senate are in disagreement and iron out the wrinkles. It will decide whether the Senate amendments stay in the Act or are to be struck out.

After all the disagreements have been settled, the bill, in its completed form, will once more be presented to the House of Representatives for its vote. The House will have to accept it in its entirety or reject it. No further changes may be made.

After the House has accepted it, if it does, it will be sent to the Senate once more for its approval or rejection, in its entirety; and then to the President for his signature or veto.

The particular section of the tariff bill about which the Lukutate Corporation of America inquires is Section 526 and pertains to the importation of merchandise bearing American trade-mark or patent notice.

This entire section was approved by the Senate by a vote of 46 to 31.

Following is the complete text of Section 526. The matter in italics is the House provision eliminated by the Finance Committee.

Paragraph A of this provision was included in the House Act but the Senate Finance Committee recommended that the words, "Unless written consent of the owner of such trade-marks is produced at the time of making entry" be eliminated.

Paragraph B is entirely new,

having been recommended by the Finance Committee.

(Merchandise Bearing American Trade-Mark) Importation of Merchandise Bearing American Trade-Mark or Patent Notice Prohibited.

(a) *Importation Prohibited Merchandise Bearing Trade-Mark*—It shall be unlawful to import into the United States any merchandise of foreign manufacture if such merchandise, or the label, sign, print, package, wrapper, or receptacle, bears a trade-mark owned by a citizen of, or by a corporation or association created or organized within the United States, and registered in the Patent Office by a person domiciled in the United States, under the provisions of the Act entitled "An Act to authorize the registration of trade-marks used in commerce with foreign nations or among the several States or with Indian tribes, and to protect the same," approved February 20, 1905, as amended, and if a copy of the certificate of registration of such trade-mark is filed with the Secretary of the Treasury, in the manner provided in section 27 of such Act, *unless written consent of the owner of such trade-mark is produced at the time of making entry.*

(b) *Merchandise Bearing Patent Notice*—It shall be unlawful to import into the United States any merchandise of foreign manufacture if such merchandise, or any part thereof, or the package in which it is inclosed, is marked or labeled, in accordance with the provisions of Section 4900 of the Revised Statutes (relating to notice of patent under the laws of the United States), or any Act amendatory thereof, supplementary thereto, or in substitution thereof.

(c) *Seizure and Forfeiture*—Any such merchandise imported into the United States in violation of the provisions of this section shall be subject to seizure and forfeiture for violation of the customs laws.

(d) *Injunctions and Damages*—Any person dealing in any such merchandise imported in violation of subdivision (a) of this section may be enjoined from dealing therein within the United States or may be required to export or destroy such merchandise or to remove or obliterate such trade-mark and shall be liable for the same damages and profits provided for wrongful use of a trade-mark, under the provisions of such Act of February 20, 1905, as amended.

If paragraph (a) of this section remains in the Tariff Act when finally approved it will be unlawful to import into the United States any merchandise which has been manufactured in a foreign country and which bears a trade-mark that

is registered in the United States Patent Office, provided such trade-mark is owned by a citizen of the United States. The provision as presented by the House would have permitted importation of such goods provided written consent of the owner of such trade-mark was produced at the time of making entry.

It should be especially noted that the amendment applies only to trade-marks owned by American citizens. It does not apply to trade-marks which are owned by a foreign corporation or foreign citizen and registered in the United States Patent Office. For example, Lipton is registered in the United States Patent Office as a trade-mark for tea. But this trade-mark is owned in England. Therefore, the amendment will not affect the importation of Lipton's tea into the United States. This tea may be packaged in England and bear the Lipton trade-mark, and still be imported into the United States because the trade-mark is owned by a foreign company.

On the other hand, White Rose, which is also registered in the United States Patent Office as a trade-mark for tea, is owned by an American company. It will, therefore, not be possible to package this tea abroad, if the package bears the trade-mark "White Rose," and import it into the United States.

During the discussions in the Senate—see page 72 of the October 3 issue of PRINTERS' INK—of this section, Henry Ford and the Fordson Tractor were mentioned many times and it is generally believed that this section of the Tariff Act is aimed especially at him. Fordson Tractors, which have long been manufactured in America, are now being made in Ireland. This new amendment is expected to throw a hurdle in the way of the Fordson Tractor if it is imported into this country from Ireland. There is nothing, however, in the provision to prevent the trade-mark "Fordson" from being attached or stamped on the tractors after they have entered the United States. Consequently, it is believed by some people that this amendment

# ....but will your advertisement get attention?

**T**HE PROBLEM isn't so much one of getting your advertisement into the home. You can get it there—by newspaper, magazine, letter, radio—but will your potential customers give it the attention it deserves?

One hundred thousand families read The Christian Science Monitor and profit by its advertising. They know that advertising in the Monitor is authoritative, selected; they have confidence in Monitor advertisements; they buy from Monitor advertisers.

WALK-OVER  
FULLER BRUSHES  
BUICK  
HUNTLEY & PALMER  
POOLE PEWTER  
INTERWOVEN  
MONARCH FOODS  
CORONA  
RALSTON  
SOCONY

*The products listed here  
are advertised in the  
Monitor because their  
makers have found that  
Monitor advertising gets  
attention—and  
customers!*

## The Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME

Published by The Christian Science Publishing Society, Boston, Mass.

### BRANCH ADVERTISING OFFICES

New York—Detroit—Chicago—St. Louis—Kansas City—San Francisco  
Los Angeles—Seattle—London—Paris—Berlin—Florence

will not work any particular hardship on Mr. Ford.

Undoubtedly this amendment is recognition by the Senate of the ever-increasing trend of American manufacturers to establish branch plants abroad and an effort to retard this trend. (The problems involved in the establishment of branch plants abroad by American manufacturers were discussed by Chester M. Wright in the September 12 issue of *PRINTERS' INK* and by Walter F. Wyman in the October 3 issue.) The new amendment will not harm those American companies which manufacture products abroad for consumption abroad, but undoubtedly will work to the disadvantage of many of those who ship their products back into the United States.

There is considerable opposition to this new section of the Tariff Act, principally on the part of retailers and importers. So far as we have been able to learn, most manufacturers, even those who have established branch plants abroad, do not seem to be greatly concerned over it. They are, for the most part, taking a "hands-off" stand. This probably can be accounted for by the loop-hole, already mentioned, that makes it possible to import goods and place a trade-mark on them after their entry into the United States.

It would seem obvious that there should be little difficulty in stamping "Fordson" on a tractor after it has been imported. On the other hand, there are some products that will meet with more difficulty. Spark plugs, for example, were mentioned in the Senate as a product which it will be difficult to mark after it has been shipped in here. Gloves and certain women's garments are also among the items to which some people seem to believe it will be difficult to affix a label without damage to the product.

Mock & Blum, patent and trade-mark lawyers of New York, consider that the dangerous part of this amendment is the invitation to economic reprisals on the part of European nations. "No country of the world up to this time," says a

bulletin issued by these lawyers, "has ever passed legislation requiring that goods bearing a trade-mark registered under the laws of that country must be manufactured in that country.

"What a splendid opportunity for retaliatory legislation this would give any nation of the world desiring to buy United States manufactures or desiring to favor manufactures of some other nation.

"For instance, if France should pass a bill of this kind now, it would effectively bar out United States cameras, typewriters, hosiery, agricultural machines, vacuum cleaners, automobiles, and various other manufactured articles. It would greatly disorganize American factories to be compelled to ship their products to various parts of the world and to affix their trade-marks after the merchandise has entered into local commerce. On many articles it is difficult, if not impossible, to effectively affix the trade-mark after the article is manufactured. It would also afford opportunity for endless piracy."

It should be pointed out that the amendment as approved by the Senate does not go as far as this hypothetical French case. The amendment does not, it should be emphasized again, bar importation of goods bearing United States registered trade-marks if those goods are manufactured by a foreign company and the trade-mark is owned by that company. It will have no effect on the importation, for example, of Isotta-Fraschini automobiles or Teica cameras, or any other products manufactured abroad by foreign companies.

It is this part of the amendment, which states that the merchandise to come within the proposed law must bear a trade-mark owned by a citizen of or by a corporation or association created or organized within the United States, and registered in the Patent Office by a person domiciled in the United States, that seems to be generally misunderstood.

The writer of the following letter to *PRINTERS' INK* has also evidently misinterpreted this part of

# Quick Success

Probably no newspaper merger in years has won such immediate and generous approval as the recent consolidation of The San Francisco Call and Bulletin.

THE CALL-BULLETIN is setting *circulation* records never before achieved in the Northern California evening field. And here's the *advertising* story:

**SEPTEMBER, 1929**  
compared with September, 1928

	% gain
Local . . . . .	39.2
National . . . . .	29.0
Automotive . . . .	44.1
Financial . . . . .	105.0
Legal . . . . .	100.0
Classified . . . . .	50.4
<i>Total</i> . . . . .	<u>39.8</u>

Keen merchandisers are riding the wave of popularity with the new CALL-BULLETIN. They are getting increased coverage and greater results — at lower cost.

## The CALL-BULLETIN

SAN FRANCISCO'S LEADING EVENING NEWSPAPER

For Rates and Detailed Information, See Nearest Representative

NEW YORK: Herbert W. Moloney, 342 Madison Avenue  
CHICAGO: John H. Lederer, 326 W. Madison Street  
DETROIT: R. M. Miller, 5-117 General Motors Building  
LOS ANGELES: Karl J. Shull, Transportation Building

**Greatest Evening Circulation (by Thousands)**  
in Northern California



# Give your Iowa salesmen these advantages:

## 1 On-the-spot merchandising cooperation—

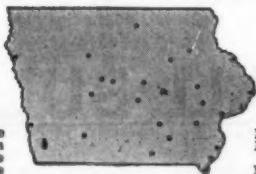
a tremendous help to your men in getting distribution and maintaining profitable sales volume.

## 2 Complete trade recognition—

that makes retailers and wholesalers welcome the advertising even before they look over the coverage charts and dot-maps.

## 3 Circulation built on natural preference—

providing the friendly reader-confidence and first-to-last-page local interest that helps to put your copy across.



Ames .....Tribune  
Boone .....News-Republican  
Burlington .....Gazette  
Burlington .....Hawk-Eye  
Cedar Rapids  
Gazette & Republican  
Centerville, Iowa .....Iowan & Citizen  
Clinton .....Herald  
Council Bluffs .....Nonpareil  
Creston .....News-Advertiser  
Davenport .....Democrat & Leader  
Davenport .....Times  
Dubuque .....Telegraph-Herald  
and Times-Journal

Fort Dodge  
Messenger & Chronicle  
Fort Madison .....Democrat  
Iowa City .....Press Citizen  
Keokuk .....Gate City  
Marshalltown  
Times-Republican

Mason City....Globe-Gazette  
Muscatine  
Journal & News-Tribune  
Newton .....News  
Oswego .....Register  
Oskaloosa .....Herald  
Ottumwa .....Courier  
Perry .....Chief  
Sioux City .....Journal  
Sioux City .....Tribune  
Washington .....Journal  
Waterloo....Evening Courier  
Waterloo .....Tribune

# IOWA DAILY PRESS



*and they will pay you back  
with increased business*

**BACK** at the factory, Iowa may be just one name on a map, but the men directly responsible for your Iowa business know that commercially Iowa includes twenty-seven separate markets—

that these markets are served by daily newspapers published in the market-centers—

and that these newspapers provide the most powerful selling force available in their respective territories.

Your men also know how readily retailers and wholesalers recognize the definite value of each newspaper in its own field—and how tough it is to merchandise any newspaper outside its natural territory.

Iowa has been fertile ground for business in 1929. The outlook for 1930 is still better, since a bumper Iowa corn crop will be marketed at the high prices caused by poor yields in other states. It is the right year to go after Iowa's business in the right way—using the daily newspapers in each of the key cities.

Then, as you lay your 1930 advertising plans before the Iowa men at your next sales meeting, each man will see that he is backed up by advertising in daily newspapers at the strategic points in his territory.

Enthusiastic? Ready to whip their quotas? You bet! And what's more, they'll go out and do it with the help of these important daily newspapers.

**ESS ASSOCIATION**

Office of the President  
Davenport, Iowa

the amendment, confusing Paragraphs (a) and (b):

Frequently I have difficulty in understanding the actions of Congress. Perhaps you, or one of your well-informed readers, can give me enlightenment concerning the amendment recently added to the pending Tariff Bill for the purpose of depriving all foreign-made goods of U. S. Patent protection; this amendment having been referred to on page 81 of your October 3 issue.

While discussing this amendment, Senator David A. Reed makes the statement, "... but what the committee could not understand was why, when that process had set in, we should give those Americans the monopoly advantage of the patent or of the trade-mark which they had registered here."

The "process" referred to by Senator Reed is the establishment of American-owned factories in Europe for the purpose of producing goods for the American market at lower labor costs than would be possible in a domestic factory, the particular incident which brought forth this outburst having been the closing of the Ford tractor plant in America and the opening of a Ford tractor plant in Ireland. It is a fact, however, that this latter plant has not yet produced for American consumption, and, according to an official of the Ford Motor Company, the capacity of the Irish plant will be insufficient to supply the more pressing Central European demand for a year or more. To the best of my knowledge, this plant was built in Ireland because Europe affords a better market for Ford tractors than does America.

You will notice that the Honorable Republican Senator from Pennsylvania asks why, "we should give those Americans the monopoly advantage of the patent or of the trade-mark which they had registered here."

Does he mean that this amendment would deprive foreign-made goods of their established trade-mark, their recognized name?

If so, would it not work an injustice upon those foreign producers who after years have become firmly established in the American market, and who maintain American sales offices and who employ corps of American salesmen; producers who have spent millions in American advertising to win acceptance for a trade-mark hitherto protected by United States registry? If this is what it means, does it not savor of confiscation of property without due cause or reasonable process of law?

And then, there are also all kinds of foreign-made, trade-marked, style luxuries which would lose their appeal to American women if manufactured elsewhere than in Paris, Budapest or Seville.

Does this amendment mean, as it seems to say, that no product whatever can be imported into this country if it bears a label claiming protection under American patent rights? If so, American inventors had best confine their usually encompassing activities to those products which can be efficiently manufactured in the United States, even though there are many things, such as crude rubber, platinum, radium, etc., which we may never be able to produce efficiently or abundantly whether certain members of the Tariff Committee want us to or not.

Although Senator D. A. Reed complains mostly of those American manufacturers who establish foreign factories, I assume that the universal application of the act would also prevent products of strictly foreign origination and production from receiving American Patent protection. Now, the primary purpose of the Patent monopoly is to bestow the fruits of invention upon the American people by encouraging the inventors everywhere; but, might not foreign producers be somewhat reluctant to give Americans the benefit of new and improved products, knowing that as soon as they succeeded in successfully selling the product in this country it would be open to wholesale competition and "Chinese imitation" from both American and other foreign producers, competition which would be terminable, and only then with involved consequences, by the establishment of an American factory branch, whether or not other conditions warrant it?

I grant we ourselves are highly progressive and ingenious, but should we not remain receptive to outside invention, for occasionally the German, French, Scandinavian and even the Chinese think of something worth while that we have overlooked in our dash for prosperity. Besides, with our world-beating production efficiency, we shouldn't be so darned afraid of every little foreign competition.

"Does this amendment mean, as it seems to say, that no product whatever can be imported into this country if it bears a label claiming protection under American Patent rights?" the writer of this letter asks. No, it does not. Why it does not has already been explained—the amendment applies only to American-owned trade-marks.

The Merchants' Association of New York is opposing this amendment. In a letter to PRINTERS' INK explaining the reasons which prompted the association's committee on foreign trade to recommend opposition to this section and the association's executive committee to

## PROVIDING THE BACK- GROUND FOR YOUR ADVERTISING



For twenty-seven years now, THE FINANCIAL WORLD has been constantly engaged in a winning effort to help "Make America a Nation of Intelligent Investors".

Prominent men in all walks of life, including a Secretary of The Treasury of The United States, have endorsed our program, and today THE FINANCIAL WORLD has the confidence of over 82,000 bankers, brokers, financiers, railroad officials, insurance company executives and successful business and professional men and women generally.

This confidence is expressed in many ways, chief among them being the 10,000 letters our subscribers address the Confidential Advice Department every month, seeking information about the securities they own or contemplate purchasing; their recommendation of THE FINANCIAL WORLD to their friends, and their responsiveness to advertising in this, their favorite, and in most cases, only financial publication.

Here is a background for your advertising which is at least the equal in value to any in the country. Have you looked into the merits of this profitable medium yet? It will pay you to read "The Only Circulation of Its Kind in the U. S." a booklet just recently off the press.

## *The* FINANCIAL WORLD

*America's Investment and Business Weekly*

LOUIS GUENTHER, Publisher

53 PARK PLACE, NEW YORK, N. Y.

\$10.00 a year

Established 1902

Member A. B. C.

# Columbus

OHIO'S GREATEST HOME

Total Net Paid Average  
Six Months' Period Ending

# 125

. . . an INCREASE of more than 83%  
during the past eight years!

. . . an INCREASE of more than 1,000  
NEW subscribers a month during  
the past six months!

Home-Owned and Home-Edited . . . First in NEWS . . .

HARVEY R. YOUNG, Advertising Director

# Dispatch.

EAT HOME DAILY

radaily Circulation for the  
End September 30th, 1929

# 513

Greater Columbus Coverage . . . NOW  
more than 84% of all occupied homes.

Columbus Market Coverage (29 coun-  
ties) . . . NOW 1 Dispatch to every  
2.6 homes.

. . . First in CIRCULATION . . . First in ADVERTISING

O'MARA & ORMSBEE, Inc., National Representatives

accept and endorse this recommendation, W. H. Mahoney, manager of the Foreign Trade Bureau, says:

The reason advanced by the Senate Finance Committee as the chief justification for the inclusion of this modification of the House Bill and the current law, rests in the fact that a trade-mark is a monopoly privilege and that, therefore, persons granted such a monopoly privilege should be compelled to produce their American trade-marked articles in the United States.

This seems to represent a misconception of the American trade-mark arising from the different meaning of the word monopoly. The Supreme Court of the United States has said:

"In truth a trade-mark confers no monopoly whatever in a proper sense, but is merely a convenient means for facilitating the protection of one's good-will in trade by placing a distinguishing mark or symbol—a commercial signature—upon the merchandise or the package in which it is sold." (United Drug Company v. Rectanus Company, 248 U. S. 90, 98); and again,

"Then what new rights does the trade-mark confer? It does not confer a right to prohibit the use of the word or words. It is not a copyright \* \* \*. A trade-mark only gives the right to prohibit the use of it so far as to protect the owner's good-will against the sale of another's product as his." (Prestonettes, Inc. v. Coty, 264 U. S. 359.)

The amendment of H. R. 2667, concerning trade-marks thus proceeds upon what the Supreme Court has called "the fundamental error of supposing that a trade-mark right is a right in gross or at large like a statutory copyright or a patented foreign invention to either of which, in truth, it has little or no analogy." (United Drug Company v. Rectanus Company, 248 U. S. 90, 97).

When the law protects a trade-mark it merely prevents false representation to the public that the goods of one are the goods of another. It merely prevents the misleading use of the "commercial signature," as it prevents forgery by the misuse of an ordinary signature or any other species of fraudulent representation.

Accordingly the reason assigned for this amendment reduces itself to the proposition that because the laws of the United States protect people here against misappropriation by false pretenses, therefore, people here should in return make what they sell in the United States. Whatever may be the merits of that doctrine there seems to be no just basis for singling out the trader who puts his "commercial signature" upon his goods without imposing the same obligation upon all

others who are protected against theft by false representation under the laws of the United States.

Trade-mark rights, of course, are not conferred by any statute of the United States. The statute permitting registration merely provides convenient *prima facie* evidence of rights resulting from use under the common law.

The foregoing is quoted to you from a letter which we received from Archibald Cox, Esq., an eminent patent and trade-mark attorney in New York City.

The interpretation of the word "monopoly" ordinarily contains the thought of control of a source of supply, or a medium of distribution of an article to the exclusion, or to the practical exclusion, of competitors. No such thought appertains to the use of a trade-mark, since, so far as the trade-mark law of the United States is concerned, any trade-marked article can be exactly duplicated by an innumerable number of persons except for the commercial signature on the article.

There are, of course, two general classes of commodities, the importation of which will be prevented if Section 526 becomes law, namely those which can be duplicated in the United States and those which cannot be duplicated in the United States. Senator George, on the floor of the Senate, emphasized the fact that if tariff protection for the benefit of investment or labor is desired for articles which can be duplicated in the United States such protection should be provided for by Congress through the medium of appropriate rates of import duty.

There are, of course, an enormous number of articles imported into the United States under trade-marks owned by American citizens which cannot be produced in this country. We refer, for example, to many foodstuffs which cannot be produced in commercial quantities anywhere within our boundaries.

It is, of course, not feasible from a commercial standpoint to plan for the importation of these articles unmarked and later to imprint the trade-mark on each separate package, such procedure being tremendously expensive.

Certain patent lawyers have pointed out the possibility, and even the probability, of retaliatory action by other countries if the trade-mark proposal above referred to becomes operative.

Of course, a point of view not expressed in the foregoing relates to the interest which consumers have in purchasing articles bearing a trade-mark with which they are familiar. Certain articles such as medicinal and chemical products are bought by various consumers almost entirely upon the basis of an accepted trade-mark in order to insure purity. The same applies, to a



# Philadelphia's Radio Section

WILL BE PUBLISHED SUNDAY,  
NOVEMBER 10th—THE DAY PRIOR

*To The Philadelphia  
Electric & Radio Show*

November 11th to 16th

**S**INCE January, 1929, The Inquirer has carried 303,430 lines of Radio lineage, both local and national—7,145 lines MORE than the other two morning and Sunday newspapers COMBINED. Philadelphia's outstanding Radio medium in the morning and Sunday field!

On Sunday, November 10th, The Inquirer will publish a **SPECIAL RADIO SECTION**. Radio fans will find this section literally a buyer's guide. Space has already been largely contracted for at 75 cents per line Sunday and 50 cents daily. A special rate of \$1.00 covers an insertion in the show number together with an insertion of the same size copy during the show. Write, wire or telephone NOW.

## The Philadelphia Inquirer

Pennsylvania's Greatest Newspaper

### Branch Offices

NEW YORK	DETROIT	CHICAGO
9 East 40th Street 408 Fine Arts Bldg. 360 N. Michigan Ave.		
SAN FRANCISCO	LOS ANGELES	PORTLAND
564 Market St.	433 S. Spring St.	446 Morrison St.
SEATTLE, 603 Stewart St.		



## He Knew How . .

Yes, there is a surprisingly big difference in the ability of manufacturers and agencies to understand and make the most effective use of business paper advertising.

Opposite, we are reproducing a letter received from one JOURNAL advertiser. This manufacturer, with the help of his agency, accomplished what he did because he knew how.

Regardless of whether you sell direct to the retailer or through jobbers—the JOURNAL can do a very effective selling job for you which you will not get done in any other way. Actual experience of other advertisers has proven this.

It is simply a question of knowing how.

Every man in our advertising department has been a part of this organization from twelve to seventeen years. Their experience and knowledge are at your disposal.

## DRY GOODS Merchants Trade JOURNAL

Member of A. B. C.  
DES MOINES, IOWA

181 Madison Avenue  
New York

681 Market Street  
San Francisco

1800 Mallers Bldg.  
Chicago

# THE BADGER RAINCOAT CO.

MANUFACTURERS OF

Men's and Ladies' Rainproof Clothing

Jobbing Trade a Specialty

PORT WASHINGTON, WIS. September 18th,

1929

Mr. Ralph G. Johnson  
Dry Goods Merchants Trade Journal  
1800 Mallers Building  
Chicago, Illinois.

Dear Mr. Johnson:

As you recall, we gave you a contract for six full pages and six one-third pages, starting with your May issue.

Just thought you might be interested in knowing that shortly after this advertising started I made a month's trip in the South, and by merchandising this advertising I was able to secure sixteen jobbers to sell our product under our label. When I started out we didn't have any jobbers selling under our label.

I carried with me proofs that we were going to run in the next twelve issues and received no end of compliments from these jobbers for using such excellent judgment in selecting the DRY GOODS MERCHANTS TRADE JOURNAL.

Almost every one of these accounts that I was able to close said that your publication is the outstanding paper in its field. The cost of your advertising was a very small percentage of the new business which we secured.

Wishing you even more success, I am, with kindest personal regards

Yours very truly,  
*H. A. Seizer*  
THE BADGER RAINCOAT CO.

Seizer

degree, in connection with other trade-marked articles. Any plan, therefore, which would reduce the general use of the trade-mark on the merchandise of the country would be against the interest of such consumers.

Paragraph (b) of this section of the tariff act would prohibit the importation of merchandise of foreign manufacture if such merchandise is marked or labeled as being patented under the laws of the United States. This amendment is designed to force American patent owners to manufacture in the United States and was approved by the Senate. Most foreign countries have similar laws and the reasons behind this particular provision were explained by the Senators themselves during a discussion, part of which was printed in the October 3 issue of *PRINTERS' INK*, on page 81. It would appear at first that the same loop-hole is left in this paragraph as in paragraph (a), namely, that the patent notice may be applied to the article after it has been imported into the United States. But, as the following will show, this apparent loop-hole is merely an invitation to patent pirates.

It is believed by some that paragraph (b) will prevent the importation of any foreign-made goods that are patented in the United States regardless of whether or not that patent is owned by an American or foreign citizen. If goods are shipped into this country bearing a notice of patent registry in the United States they are liable to be confiscated under this amendment. If they are imported without the patent notice they immediately become common goods and the patent may be pirated at will. In other words, this amendment will take away all protection from foreign-manufactured goods. That there has not been more opposition to this provision is explained by one tariff expert who states that its true import is not understood as yet by most importers.

"The thing to keep in mind in this whole matter," one American manufacturer writes us, "is the idea back of the amendment, namely, where the American manufacturer

trade-marks his goods in the United States and then determines to manufacture them abroad and bring them in to save expense, it is unfair that he should retain partial monopolistic protection which the trade-mark gives him. Second, a patent is an absolute monopoly, and foreign industrial concerns have filled our patent office with patents designed to prevent any production of commodities already made in this country with no idea of ever producing goods here but with the definite idea of preventing Americans from doing so. The amendment regarding the patent merely requires that if you wish to maintain this monopoly you must manufacture in the United States. All of the important countries of Europe have laws to the same effect."

This patent provision differs from the similar laws that are enforced in other countries in this way: Most foreign countries grant patents to foreigners provided the patented article is manufactured in that country within two years. This amendment to the American Tariff Act, in effect, forces the foreigner to manufacture his article at once in this country or lose his patent rights.

Section 526 of the pending tariff bill will, if it is retained, be a drastic change in our import laws. There appear to be many sound arguments on both sides.

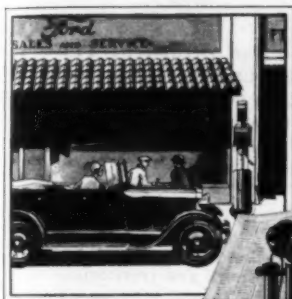
Both the trade-mark and patent provisions of this amendment are being studied by manufacturers, importers, and their associations, and both sides are presenting their cases at Washington. The section was sponsored by the American Federation of Labor and is intended to protect American labor.

The Senate evidently intends to stop the trend of American branch manufacturing plants abroad with paragraph (a), and intends to force foreign manufacturers to establish American branch plants with paragraph (b).—[*Ed. PRINTERS' INK.*]

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Hunter E. Lynde has joined Harry E. Burns & Company, Inc., Jacksonville, Fla., advertising agency.

# You can tell people where to buy your SERVICE as well as your product



*The Trade Mark Merchandising Service gives the public, in their own homes, a convenient reference to nearby dealers and service stations.*



*Manufacturers can list those firms which render a specialized service in connection with their products.*

INCREASING attention is being given by the manufacturer these days to the *servicing* of his product after the sale has been made. Care is taken in the selection of authorized agents. Strict supervision is maintained over the type of work done.

The purchaser of the product can thereby be assured of responsible, honest service from these authorized agents. But . . . it has often been difficult for him to locate them.

Now, the manufacturer can put in the purchaser's home a list of those in his vicinity who are ready to serve him. The Trade Mark Merchandising Feature of Bell System Classified Telephone Directories makes this possible.

An automobile manufacturer uses the Trade Mark Service to tell 12,400,000 families and offices in 9500 towns and cities

who his dealers are . . . and also to direct them to the most convenient authorized service stations.

The manufacturer of duplicating machines not only lets the public know where the machines can be bought, but in addition arranges for listing the establishments furnishing authorized letter service with them.

While it is country-wide in scope, the Trade Mark Service is local in application. It can be matched exactly to distribution requirements: national or sectional, in metropolitan centers or trading areas. The local Bell Company will gladly show you how it can be applied to your own business. Call them today. Or write

the Trade Mark Service Manager, American Telephone and Telegraph Company, 195 Broadway, New York City.



## "WHERE TO BUY IT"

THE NEW SERVICE IN YOUR CLASSIFIED TELEPHONE DIRECTORY

# The AVIATION

## How Big?

*Here is a real yardstick! The Statistical Number of Aviation, published October 5, contains the answer to questions which many manufacturers and distributors are asking.*

Among other material it contains the latest data on:

Plane production and license data, by type, carrying capacity and territories. Licensed planes, by types. Licensed planes and engines, by makes and territories.

Engine production by horsepower and valuation; Engine designs, by types and power.

Aircraft delivery and licensing "seasons."

Weekly growth of pilots' and mechanics' licenses and students' permits.

Four-year growth of lighted airways, airports, commercial airways, transport operations, flying schools, etc.

Airplane design tendencies, by seating capacities and types.

Airport and landing field distribution.

Monthly growth of airway mileage and operation mileage.

Military and naval aircraft development.

Aircraft and engine exports, by number and valuation.

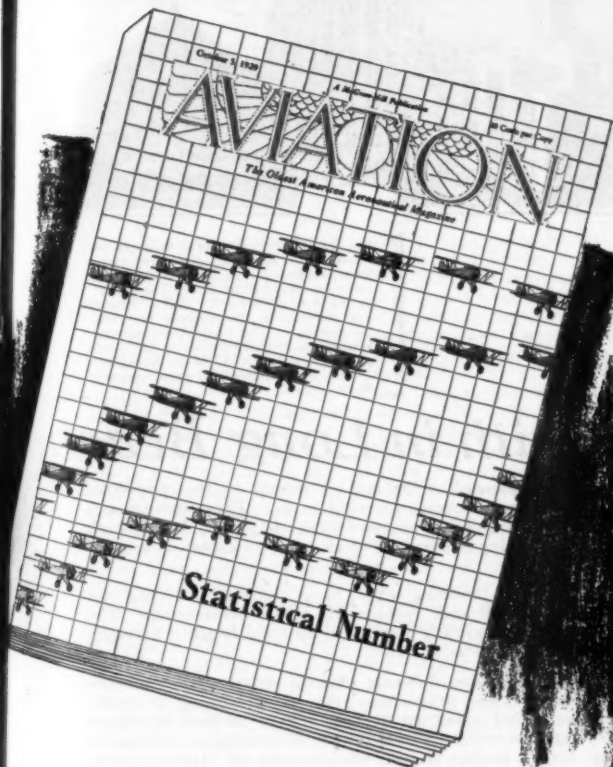
Expenditures by foreign governments and foreign air transport operations.

The data in this issue will be of great value to engineering and production executives as well as to sales managers, advertising managers and advertising agents in planning their sales and advertising programs. For this purpose the Statistical section has been reprinted. Single copies free on request; quantities 10 cents per copy.

# ON MARKET . . . . .

Statistical  
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In applying this information to the marketing and advertising of specific products and in estimating future markets, Aviation offers the service of its research department without obligation.

to  
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*A Publication of*  
**McGraw-Hill Publishing Co., Inc.**  
Tenth Avenue at 36th Street  
New York City, N. Y.





On the left is a beautiful example of set-back architecture, the new store just completed for The Wise Company—a department store. The center is the 8-story home for Baker Brothers devoted in its entirety to home furnishings. The right illustrates another new department store building, that of the Hugh A. Marti Company—one of California's great department stores.

## ...Faith in Long Beach

—has been evidenced in the last six months by the completion of these edifices dedicated to retail trade. These three marts will serve a population of more than 160,000 in Long Beach and a surrounding population which totals in excess of a quarter million.

Not only these buildings—but many others, including the \$3,000,000 Ford Branch factory, are under construction. The steady, consistent growth manifested by Long Beach is certainly worth concentrated sales effort.

The Press-Telegram, the only evening newspaper, dominates and influences this prosperous area by circulating in better than nine out of every ten homes. It is a medium of proven ability and accepted by the people of Southern California's second largest market as their official source of "Today's" news events. The Press-Telegram and its market is thoroughly worthy of your maximum appropriation.

Member Audit Bureau of Circulations and  
100,000 Group American Cities

# Press-Telegram

Evenings and Sunday Morning  
LONG BEACH, CALIFORNIA

National Representatives  
WILLIAMS, LAWRENCE & CRESMER CO.  
New York, Chicago, San Francisco, and Los Angeles

# The Trade Commission Can't Referee Private Battles

Unless a Dispute Involves the Public Interest, the Commission Has No Power to Intervene

**T**WO manufacturers engage in a dispute. It doesn't matter much what about. Each feels that he is right—which is usually the way with disputants. Neither will call quits—which is also quite customary.

Suddenly, one gets an inspiration. "Why should I spend money," this one asks, "fighting my enemy, when the Federal Trade Commission will do my battling for me and at no expense to me? There's no doubt I'm the one who is right. My competitor is competing with me unfairly. The Commission is there to stop unfair competition. How stupid of me not to have thought of it before!"

He hurries down to Washington and much to his chagrin is informed by the Commission that he will have to fight his own private battles. The Commission will not fight them for him. But isn't this a case of unfair competition? he wants to know. Perhaps it is; the Commission isn't saying one way or the other. All that it knows is that the public interest is not involved and so long as this public interest is not involved the Commission has no legal right to intervene.

The Trade Commission has always known this and, if it has ever been inclined to overlook the point, a recent decision of the Supreme Court of the United States will undoubtedly stop any such tendency. The decision was read by Mr. Justice Brandeis on October 14. These are the facts in the case as they appear in the decision:

For many years, one Sammons has done a business in Washington, D. C., as a seller of window shades, under the name of "The Shade Shop." There has also been in existence, in the same city, a business known as Hooper & Klesner. This company also dealt in window shades, although that

was not the principal phase of its business.

In 1914, Hooper & Klesner leased a new store and arranged with Sammons to sublet a part of it to him. There, Sammons continued his business of making and selling window shades as an independent concern under the name "The Shade Shop." His gross sales were at the rate of \$60,000 a year.

Then, on a Sunday in November, 1915, Sammons removed all his effects from the premises and established his business in another building four doors away. This move "was in confessed violation of his agreement with Hooper & Klesner." An acrimonious controversy ensued. So bitter did it become that threats of personal violence were made which led to Sammons' having Klesner arrested.

Right then and there a real battle started. "Out of spite to Sammons," says the Supreme Court, "and with the purpose and intent of injuring him and getting his trade, Hooper & Klesner decided to conduct on its own account, in the premises which Sammons had vacated, the business of making and selling window shades. It placed upon its show windows, and also upon its letterheads and billheads, the words 'Shade Shop.' . . ."

A complaint was filed before the Federal Trade Commission charging Hooper & Klesner with unfair competition. The Commission investigated and decided that Hooper & Klesner were guilty of an unfair method of competition. Consequently, it directed the Klesner company to "cease and desist."

By this time, the fighting blood of both parties to the litigation had been roused to a pitch that forecast a battle which would make a Sicilian vendetta a tame affair. Hooper & Klesner refused to recognize the Commission's order.

Accordingly, the Commission took the case to the Court of Appeals of the District of Columbia and asked that its order be enforced. That court dismissed the suit on the ground that it lacked jurisdiction. The case was then taken to the Supreme Court which reversed the decree. As a result, the case went back to the Court of Appeals, where it was dismissed "on the merits." The Commission appealed this decision, taking it again to the Supreme Court—all this, remember, in connection with two businesses of a local nature and comparatively tiny sales.

In its latest decision—which is the one from which these facts are obtained—the Supreme Court affirmed the decree of the Court of Appeals—but not upon the same ground as the lower Court. The Supreme Court's reason for refusing to comply with the Commission's request that its "cease and desist" order be carried out is "that the filing of the complaint before the Commission was not in the public interest."

In explaining its reasons for coming to this conclusion, the Supreme Court declared: "Section 5 of the Federal Trade Commission Act does not provide private persons with an administrative remedy for private wrongs. The formal complaint is brought in the Commission's name; the prosecution is wholly that of the Government; and it bears the entire expense of the prosecution. . . .

"While the Federal Trade Commission exercises under section 5 the functions of both prosecutor and judge, the scope of its authority is strictly limited. A complaint may be filed only 'if it shall appear to the Commission that a proceeding by it in respect thereof would be to the interest of the public.' This requirement is not satisfied by proof that there has been misapprehension and confusion on the part of purchasers, or even that they have been deceived. . . . But to justify the Commission in filing a complaint under section 5, the purpose must be protection of the public. . . . To justify filing a complaint, the public interest must

be specific and substantial. . . .

"The alleged unfair competition here complained of, arose out of controversy essentially private in its nature. The practice was persisted in largely out of hatred and malice engendered by Sammons' act. It is not claimed that the article supplied by Klesner was inferior to that of Sammons, or that the public suffered otherwise financially by Klesner's use of the words 'Shade Shop.'

"The undisputed facts, established before the Commission, at the hearings on the complaint, showed affirmatively the private character of the controversy. It then became clear (if it was not so earlier) that the proceeding was not one in the interest of the public; and that the resolution authorizing the complaint had been improvidently entered. . . . It is on this ground that the judgment dismissing the suit is affirmed."

### Joins Bridgeport, Conn., "Telegram" and "Post"

C. J. Sheppard, for the last three years with J. David Stern, publisher of the *Philadelphia Record*, the Camden, N. J., *Courier* and the Camden *Post*, has joined the Bridgeport, Conn., *Telegram* and the Bridgeport *Post*. He will be promotion manager, succeeding John Moran, who will remain on the staff of the display advertising department.

### Miss Amy Vanderbilt with Alfred Wallerstein, Inc.

Miss Amy Vanderbilt, formerly with Marjorie Signer, Inc., New York advertising agency, and, previous to that, assistant advertising manager of H. R. Mallinson & Company, Inc., also of New York, has joined Alfred Wallerstein, Inc., advertising agency of that city, as an account executive.

### Appoints Jordan Advertising Abroad

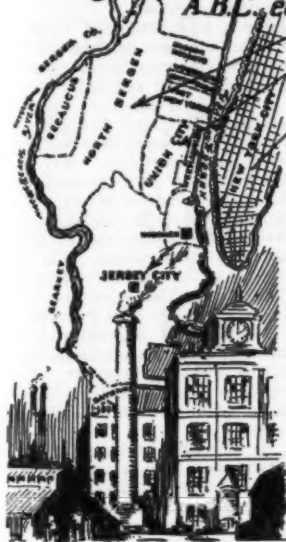
The Intercontinental Motors Corporation, New York, international distributor of automobiles, has appointed Jordan Advertising Abroad, Inc., New York advertising agency, to direct its export advertising.

### DeMiracle Account to Hoyt

The DeMiracle Chemical Company, New York, has appointed the Charles W. Hoyt Company, Inc., advertising agency of that city, to direct its advertising account.

# Here is where 665,000 New Jerseyites live.

*The Jersey Observer enters 46,500 Homes  
A.B.C. every evening -*



An urban try-out territory with tremendous dealer outlet in practically every line.

Hudson County, New Jersey, is one of the nation's major markets.

Hudson County, in population, equals the eleventh city in the country.

No small markets here!

## **Jersey Observer**

trading area covers 3 of the 4 cities, and 5 of the 8 towns in Hudson County.

## **Jersey Observer**

Guaranteed larger circulation daily than that of any other local or New York evening newspaper sales in Hudson County.

**HOBOKEN**

*Offices*  
**JERSEY CITY**

**UNION CITY**

*National Representatives*

**GILMAN, NICOLL & RUTHMAN**

New York

Boston

Chicago

Detroit

San Francisco

# Chain or Voluntary Chain: Grocery Stores Must Choose

This Manufacturer, in Study of Food Distribution Trend, Sees Independent's Eventual End

By James R. Nicholson

Vice-President, Pabst Corporation

**T**ODAY we all recognize how powerless we are to control the great natural forces. There is no report of anyone since Joshua halting the sun in its course. Despite any efforts of man, the earth revolves around the sun, the tides rise and fall, and the immutability of nature's law is recognized.

The fundamental economic laws can be no more successfully halted or combated by man than the laws of nature. Any change or development in business methods that follows economic laws is assured of success, and if radical economies result is bound to force a general acceptance.

In a company, such as ours, comparatively young, and in an age as progressive as the one in which we live, it is given to even one generation to see important economic changes take place.

A few years ago I visited the New England village which was the home of my ancestors. There I saw a deserted stone grist mill, which in the days of my paternal and maternal grandfathers had been successfully operated by them.

When the broad and fertile fields of the Middle West and Western States were called into grain production, when great mills capable of quantity milling were erected convenient to the grain centers, and when railroad construction brought lowered transportation cost, the need, the opportunity of the small local mill was gone.

Students of economic conditions and tendencies have for some time united in recognition of production developments, such as these, and in the statement that our distribution agencies have not kept pace and as a result the percentage of ultimate cost to the consumer of distribution expense has materially increased, while the percentage of

production expense has been substantially reduced.

For a long time now there has been an insistent demand that distribution efficiency be increased and distribution cost reduced.

In the food industry, the chain stores were the first to answer this call, and as a result they have prospered and multiplied. Buying in quantity, they have properly purchased at favorable prices. Eliminating the slow moving items, they have cut down their inventories and the dead stock waste. The sales expense to the wholesaler they have eliminated. The sales expense to the retailer they have reduced.

By practical discontinuance of delivery, they have reduced the retailer's operating expenses; by selling on a cash basis, they have escaped from the burden of credit losses.

By scientific management, store arrangement and advertising, they have increased sales, eliminated waste and while to some extent reducing the ultimate cost to the consumer, have increased net profits.

The chain stores have met an economic need and demand and represent an economic movement, natural and sound, that can no more be stopped by protest or criticism than could be the broad, natural economic laws to which I have already referred.

When it is realized that they have substituted for the wholesale grocers' operating percentage of 10½ per cent and a retailer's percentage of 18½ per cent, making 29 per cent in all, a total operating cost for the combined agencies of 16 per cent divided 5 per cent for warehousing and 11 per cent for retailing, representing a saving of 13 per cent, it must be recognized that they have built, upon a

IF YOUR MES-  
SAGE IS ADDRESSED TO  
HIGH SCHOOL STUDENTS  
—BE SURE HIGH SCHOOL  
STUDENTS READ IT

Many magazines have some high school circulation, but there is only one national magazine with 100% high school circulation. The Scholastic is sold only to high school students. Advertisers using The Scholastic know therefore that their message is reaching this market of boys and girls from 13 to 19 years of age.

*On November 15th a new circulation guarantee and rate increase will be announced*

*The*  
**SCHOLASTIC**

THE  
ONLY NATIONAL MAGAZINE  
WITH 100% HIGH SCHOOL  
CIRCULATION

55 W. 4<sup>th</sup> STREET, NEW YORK  
35 E. WACKER DRIVE, CHICAGO

# Bernhard Cursive Bold



*The success of Bernhard Cursive has been so tremendously marked that the advent of Bernhard Cursive Bold, the type in which this advertisement is set, will be hailed with far more than ordinary enthusiasm by art directors, typographers and printers who appreciate the beauty and chastity of line which marks this delightful face. Cast on the American point system, from 14 to 72 point. We will gladly send specimens upon request.*

*Bauer Type Foundry, Inc.*

*235-247 East Forty-fifth Street, New York City*



solid rock of savings, a business house that will remain unshaken and undisturbed.

When first they sought to purchase from the manufacturers, they met with a considerable percentage of refusals from manufacturers unwilling to depart from the time honored practice of distributing their products through established wholesale channels of trade. As their buying and distributing powers increased, the reluctance of producers to do business with them dwindled and was followed by recognition of their rights as quantity buyers to purchase on a quantity basis and at quantity prices.

Wholesalers and retailers united in protesting against this new menace, as they regarded it; restricted legislation was sought and vigorous appeals were made to the consumers to stand by the old order of things, and assist in maintaining the wholesale-retail structure of distribution.

Inevitably, all these attempts have failed. Antiquity, custom must yield to economic law. "The old order changeth, yielding place to new."

It all tends to remind one of the developments in the transportation field, where we have had a striking example of how new methods of merit cannot be cried down nor stopped by obstructive methods, but how they can be met, utilized, taken advantage of by broad visioned intelligent methods.

In the early days of the motor truck and motor bus development, the railroads adopted the criticizing method, pursued the policy of attempting to secure legislative action or protection through the refusal of local franchises. The result has been the development of a great motor truck and motor bus industry that has materially reduced the freight and passenger traffic volume and profit of the railroad. This is another economic movement that could not be stopped by protest and assault.

But the railroad executives learned their lesson. Now when they see themselves confronted by another menace, a new rival, in air transportation, we find them adopting a much sounder, wiser policy.

# JUDSON RADIO Programs for Advertising Agencies

## Include These Services

- 1 Experienced Showmanship.**
- 2 Wealth of Exclusive Talent.**
- 3 Complete Musical Library.**
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.**

*The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.*

**JUDSON**  
**RADIO PROGRAM**  
CORPORATION  
Steinway Building  
NEW YORK CITY  
CHICAGO OFFICE  
Tribune Tower  
Chicago, Ill.

## They Know What's Going On



Our clients know what's going on! Part of our way of doing things calls for that! They know, for instance, what an advertisement will look like before the art is finished and the plates all made. That's why they don't have expensive changes to pay for.

Certain Southern New England manufacturers who appreciate this closeness of contact are enthusiastic Manternach clients. To any others who *might* appreciate this type of service, we will gladly tell the whole story of our idea of agency relations.

**THE  
MANTERNACH  
COMPANY**  
*Advertising*



*The Manternach Building*  
**55 ALLYN STREET  
HARTFORD, CONNECTICUT**

Instead of the old method of complaining and combating, we see them co-operating and absorbing, adjusting this new agency to their own use and benefit, and as a result, the railroads will profit with air transportation instead of seeing it, in spite of complaint and cavil, growing and profiting at their expense.

Substantially the same spirit has worked out in the food industry distribution developments and tendencies of the last few years and of the present.

Into this industry came the chain stores as pioneers with a new purpose and a new plan.

They adopted new methods. They pointed the way. Other agencies may profitably study their methods and adopt them when worth while.

Out of such leadership has come the voluntary chain. It is broad vision, careful analysis and excellent business judgment that are responsible for the development of the voluntary chain. These groups, to such extent as they represent the attitude of the wholesale and retail grocer, are analogous to the enlightened attitude of the railroad management toward air transportation. The voluntary groups have adopted the best features of the chains to their own needs.

### *Voluntary Chains Effect Savings*

The prominent leaders in the voluntary groups have made it clear that it is not their plan or purpose to combat any other agency of food distribution, but that they do intend to assist in maintaining personal ownership in the wholesale and retail grocery business. To this end they are adopting some of the fundamental features of chain stores. One organization already has reduced the expense percentage of its wholesale members to something over 6 per cent, and that of its retailers to a figure slightly in excess of 10 per cent. The expectation of the optimistic is that these figures can be reduced to a total of 16 per cent for both branches of the industry.

We find that the outstanding features of the voluntary chain plan

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Why do printers' estimates vary so widely? Partly overhead. Partly lack of skill in estimating. Mostly wasted time. We don't waste much time here. One reason why our estimates are so often low.

**OGDEN**

**PRINTING CO., INC.**

209 W. 38th St., New York City

wxyz

adef

**PROBLEM NO. 1**

**If a Newspaper Costs  
5 Cents to Print**

*and*

**It is Sold to the Dealers  
for 2½ Cents**

*and*

**The Publisher Makes a  
Net Profit of 1½ Cents**

**Who Has to Pay the  
Difference?**

**Answer: The Advertiser,  
of Course**

**THE  
BRIDGEPORT  
HERALD**

(Published Weekly)

**Believes that this is an injustice  
to the advertiser, and therefore  
has established an equitable  
rate.**

**Investigate, and find out for  
yourself about the newspaper  
which has**

**The Lowest Milline Rate  
in Connecticut**

**The Largest Circulation  
in Connecticut**

*and*

**Is the Only Newspaper  
Which Covers Completely,  
the Entire State of  
Connecticut**

**National Representatives**

**Powers & Stone, Inc.**

269 Lexington Ave., New York City  
First National Bank Bldg., Chicago, Ill.

of distribution and co-operation are these:

Concentration of buying.

Confining jobbers' salesmen's contact to a limited number.

Organized group advertising.

Special publications to be distributed to the housewives.

The use of store engineers to design and arrange retail stores.

Contracts with members covering a period of time so as to insure a proper trial of the service and association.

Central control advertising and merchandising plans of activities.

Expense budgeting through a central office.

Credit advice and instruction from the Main Office.

Scientific analysis and determination of personal necessities.

Scientific analysis of sales possibilities so far as individual retailers are concerned.

Even as the chains led the way, blazed the trail, so now the voluntary chains may be recognized as the pathfinders who are to lead the grocery industry along a trail that, while it follows the chain stores where and when they safely lead, evades the recognized weaknesses of the chain system.

Thus, while chains with new methods set an example for the wholesale and retail groups, the latter cemented in a voluntary chain may, through the element of personal ownership, create a standard the chains might do well to adopt, at least in part.

Possessing the major advantages of chains, plus the personal ownership element that brings local goodwill and influence, the lack of which may be the Achilles heel of a chain, the voluntary associations of wholesalers and retailers are building on a solid basis that assures success.

My reference to voluntary chains has applied to those groups national, or at least not purely local, in their scope. These, however, probably do not represent today much more than one-third of the total number of stores incorporated in voluntary groups, although presenting more promise of rapid and extended development.

The large percentage of retailers allied in voluntary association is found in the local group. Originally, these resulted from a recog-

# Put 115,000 salesmen to work for you

At your front door, ready and willing to work for you at once, are 115,000 salesmen selling a Two Billion Dollar Market spreading over 21 Spanish-speaking Nations.

Twenty-one Nations, mind you. From the wide Pampas of the Argentine, into the fragrant coffee plantations of Brazil, through the richest known mineral deposits in old Mexico, to the famous old Morro Castle of wealthy Cuba. By letter, these 115,000 salesmen work, by word-of-mouth, by regular visits not only to their own markets but to yours, surely, quickly, intelligently, effectively.

And these 115,000 salesmen are different!

They come to New York because they can afford discrimination. They read La Prensa because they speak Spanish; because La Prensa presents to them their home news (by cable and Associated Press) according to the best standards of New York Journalism.

No wonder an increasing number of responsible firms are using La Prensa.

Indeed, nearest fields are greenest!

## LA PRENSA

*A Purposed Institution*

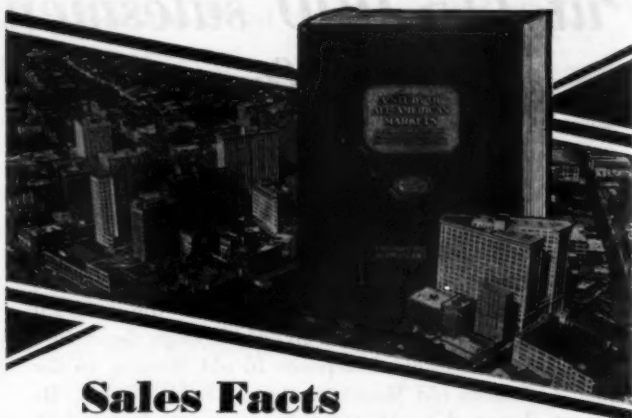
Members of A. B. C., A. N. P. A., P. A. N. Y. C., and Assoc. Press

245 Canal Street

New York City

Advertising accepted from principals or recognized agencies only

## New Edition ... A STUDY OF ALL AMERICAN MARKETS



### Sales Facts of 100 Principal Markets

*And commercial census of every state, by  
counties and by towns of 1000 and over*

#### 1928-29 Detailed Information on

1. Savings account deposits (1928).
  2. Male and female buyers, 15 years up.
  3. Passenger and commercial vehicles.
  4. Retail . . . wholesale . . . chain outlets.
  5. Population—1920 and 1929 estimated (counties and by towns of 1,000 up).
  6. Newspaper circulation for each trading area.
  7. 100 marketing maps, 48 state maps, 1 market map of U. S. in 3 colors, 44 x 67 inches.
- 600 pages, bound in flexible fabricoid, weight 7 lbs.

**H**OW many cigar stores in Houston? What business can be expected from Wilmington, judged by per capita savings accounts?

Information like this is as easy to look up as a telephone number in the new edition of "A Study of All American Markets." Sponsored by publishers of leading newspapers in cities of 100,000 population and more, it sets forth in standardized form the detailed information so necessary to intelligent campaign planning.

This book is the work of an impartial, centralized association—The 100,000 Group of American Cities. It represents the net of thousands of dollars invested in research.

#### How to get a copy

The gratis distribution of this book is limited to business executives who are interested in the utility of newspaper advertising. Inquiries should be written on business stationery and \$1 enclosed to cover postage and packing. Otherwise The 100,000 Group of American Cities reserves the right to charge the production cost of \$15 per copy.

### The 100,000 Group of American Cities

400 West Madison Street, Chicago, Ill.

110 E. 42nd St., New York City

dition of the advantages to be gained by group buying, and were conceived primarily, if not purely, for that purpose. In only a limited number of instances have they co-operated in those other activities equally as essential to successful merchandising.

It appears, then, a logical development and natural trend that the so-called national groups should gradually or perhaps even rapidly absorb the local organizations, being prepared, as they are, to give them the service of able, experienced store engineers, merchandisers, advertisers, accountants and credit managers of a character that the local associations would not find it possible to employ.

And thus the expectation is justified that the term "voluntary groups" will grow, more and more exclusively, to designate those national or broad organizations whose ambitious and successful operations are so radically changing the structure of the wholesale and retail grocery business throughout our country.

Careful students of food products distribution recognize in this movement, a new major tendency that will be equally as corrective of outgrown, burdensome methods, equally as revolutionary and resultant, as the chain movement.

Those who observe and visualize the food distribution agencies of five years hence, see a structure from which the independently owned and independently operated wholesale and retail grocery store will have been practically eliminated, appearing only infrequently as a reminder of an order and a time that has passed.

This prophecy is made, this development seems assured even though the independent retail grocer today represents, in numbers, 65 per cent of the total retail grocery stores. Of the remaining 35 per cent, 17 per cent represents chain stores and 18 per cent voluntary groups, showing that the latter already exceed the former in number.

To what extent chain stores will supplant the independent, and to what extent the independent will

Eastman is probably the first name suggested when thoroughness and exhaustiveness are required in a market survey. It is not so well recognized that when speed is the first requisite the Eastman organization can also develop a more complete bird's-eye view of the situation in a shorter time than it can be secured in any other way.

## R. O. EASTMAN Incorporated

113 West 42nd Street - New York  
360 North Michigan Ave. - Chicago

## RETOUCHING SPECIALISTS

BLACK  
AND  
WHITE  
•  
COLOR

ADDA AND  
KUENSTLER  
STUDIOS

70 E. 45 - NEW YORK  
Murray Hill 9237



unite in voluntary groups until the 65 per cent now operating actually independently have been supplanted or absorbed, depends upon the comparative creative and progressive ability and spirit and the business and managerial capacity of the executives of the respective groups.

The one rendering the greater service at the lesser cost is the one that eventually will lead, and both will progress and grow so long as they maintain and develop economical buying, merchandising and administration.

And through their growth and development will the consumer best be served, and in the commodity combat for the consumer dollar will the food industry attain its greater measure of success.

### Boston University Honors

#### W. F. Rogers

William F. Rogers, advertising manager of the *Boston Transcript* and chairman of the Bureau of Advertising of the American Newspaper Publishers Association, has been elected to the board of trustees of Boston University.

### A Thorough Résumé of a Paramount Problem

THE TIMKEN-DETROIT CO.

DETROIT, MICH., OCT. 16, 1929.

Editor of *PRINTERS' INK*:

I was indeed very much interested in reading the article in the October 10 issue of *PRINTERS' INK* entitled "How to Get the Sales Force to Use the Sales Manual."

This seems to be one of the paramount problems of all men in the sales directing profession and it is encouraging to one who is constantly faced with those problems to know that he is not alone. It is interesting, also, to learn that so many people have adopted similar ideas for putting the sales manual idea over to their salesmen.

I enjoyed very much your résumé of the subject and compliment you sincerely on the thorough manner in which you covered it.

E. V. WALSH,  
Sales Manager.

### Appointed by New Process Advertising

The direct mail department of New Process Advertising, Inc., New York, is now being handled entirely by Dart Directed Advertising, of that city, under the supervision of Samuel A. Shohet, who formerly headed his own service at Chicago.

# TEACHERS ARE PEOPLE!

—We have their names and addresses.

This year's teachers have a purchasing power of more than \$800,000,000, and the power to influence 22,000,000 children.



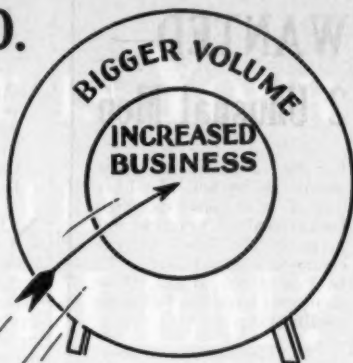
Advertisers who reach these teachers by mail are finding a direct market which they little suspected before making a test. Our new lists are available now—guaranteed, of course.

CHARLES W. GROVES • 106 S. NEIL ST. • CHAMPAIGN, ILL.  
*Explanatory folder and prices sent on request*

# The N.A.R.D. JOURNAL

goes out each week to every state in the Union.

It is the mouth-piece of the organized retail drug trade and is read from cover to cover.



ADVERTISING

It will carry your message to over 22,000 progressive, retail druggists.

Every advertisement is on a page with or opposite live reading matter.

Advertisements in the N.A.R.D. JOURNAL bring most satisfactory results. Give the Journal a chance to prove it.



## N.A.R.D. JOURNAL

SAMUEL C. HENRY, *Editor*

168 N. Michigan Avenue  
Chicago, Ill.

*Eastern Representative:*

W. D. WARD

254 W. 31st St., New York

Phone: Penn. 9055

*Western Representative:*

CHARLES HOYER

Chicago

Phone: State 8622

## WANTED— 2 Unusual Men

For the men who can show proven ability and who have had a wide and thorough background of practical experience, we have an exceptional opportunity. To be considered at all, these men must have the following qualifications:

1. The ability to thoroughly analyze a sales situation and recommend a sound advertising plan to overcome the problems their analysis brings out.
2. At least ten years' experience doing creative advertising work as account executives or advertising managers.
3. Possess initiative and ability to "work on their own."
4. Ability to present their ideas in forcefully written language.
5. Thorough knowledge of direct-mail advertising.

If you can measure up to these qualifications, write, telling us your age, nationality, religion, present income and why you feel qualified for the task. Only those thoroughly experienced will be considered. Appointments will be arranged with those whose first letters qualify them in accordance with point No. 4 above.

Address "Z," Box 219,  
Printers' Ink

## Discuss Sales Policies for Outdoor Advertising

At Annual Convention, Outdoor Advertising Association of America Decides to Extend Five-Year Program—Also Discusses Changed Policies in Selling—C. U. Philley Re-elected President.

**N**EARLY five years ago, to be exact, in October, 1925, at Kansas City, Mo., the Outdoor Advertising Association of America inaugurated what was called its five-year program for the reconstruction of its poster panels and painted bulletins. The time limit has not yet expired, but in the opinion of leaders of the industry, the improvement has so far advanced that last week at Atlantic City the association embarked upon an even more aggressive program. The U. S. Department of Commerce is asked to help in the development of this program.

The other highlight of the convention was that the industry now proposes more definitely to tie itself in with the advertising agencies and other sources of national or local outdoor advertising accounts.

In point of interest among the nearly 700 delegates and guests this latter development really had first place. It was emphasized throughout the address of Frank T. Hopkins, vice-president and general manager of the National Outdoor Advertising Bureau.

He urged better understanding between the agencies and the outdoor medium and predicted that much of future growth of the entire advertising industry depended upon the strengthening of the interrelation of the various mediums.

Another sidelight on the processes which are going forward in the outdoor industry was brought out in the action of the convention in authorizing the appointment of a special committee to develop a permanent method of checking monthly all of the outdoor advertising plants in the United States. This plan proposes the setting up of an organization which will cor-

# WHAT IS YOUR SELLING PROBLEM?

Let us suggest how it can be brought direct to important executives or a multitude of consumers with a talking motion picture. Produced at a moderate cost and projected with



the most inexpensive *portable* motion picture device on the market.

Gets your sales message or merchandising plan over through the two most sensitive faculties of man—Eye and Ear!

Stan-a-phone can be projected in a small sales office or in an auditorium seating 700. Easily transported.

In silent films, too, we are serving America's foremost advertisers. Write for particulars to

*Stanley*

FILM ADVERTISING CO.

220 W. 42nd St., N.Y.C.

*The Irving-Cloud Publishing Company* take pleasure in announcing that

**Albert R. Harris**  
recently of Paschall, Harris and Paschall and formerly of National Petroleum News has joined their staff as Special Representative on

*The Super Service Station*  
also, that

**Roy W. Brown**  
formerly of Automotive Merchandising has joined the Advertising Sales staff with headquarters in Chicago.~

*The Irving-Cloud Publications* are—  
Jobber Topics, Motor Maintenance,  
The Super Service Station, Boating  
Business, Motor Maintenance Data  
Book and Flat-Rate Manual.

respond to the Audit Bureau of Circulations. This committee is to be named within the next few weeks.

Emphasis was placed upon the responsibility for the entire industry of the outdoor association by Kerwin H. Fulton, president of the General Outdoor Advertising Company. He declared that the three main objectives toward which the industry must work in the future are:

1. Better understanding of the outdoor industry on the part of the public.
2. Better understanding on the part of the outdoor advertising operators of the problems of selling.
3. The responsibility of the organized industry for the conduct of all outdoor advertising.

Secretary Arthur M. Hyde, of the Department of Agriculture, told the advertising men that the difficulty of the outdoor industry, as he saw it, is to find the proper point of balance between the esthetic standards of the people and the economic needs of distribution.

"There are those whose esthetic sensibilities are so acute that they object to everything," he said. "No doubt the grandfathers of these people objected to the commercialism of the paid notices carried in early newspapers.

"There are also those who object to nothing—no doubt they would see virtue in covering the Falls of Niagara with garish signs. Between the two extremes there is a point of equilibrium. To reach that point will require discrimination and sacrifice on the part of the outdoor advertisers. Ugliness and ineptitude are not good business."

Former United States Senator George Wharton Pepper, of Pennsylvania, who took an active part in the recent Government litigation involving the outdoor industry, declared that the association membership, having solved its legal problems, is now in a position to go forward with closer concentration upon the scientific phases of its development. He warned the association, however, that it is becoming increasingly dependent on the public.

"The organizations and individuals," he reminded them, "who may not control many votes, when aroused can powerfully affect public opinion. You must consider with an open mind the merits of objections to your type of advertising."

Senator Pepper stressed the importance of recent trends in the industry by saying that they guaranteed equality of opportunity to solicitors generally in the matter of outdoor advertising accounts.

Clarence U. Philley, of St. Joseph, Mo., was elected to his third term as president. Other officers re-elected were: Vice-president, Al Norrington, Pittsburgh, and treasurer, O. S. Hathaway, Middletown, N. Y. Kerwin H. Fulton, of New York, was re-elected chairman of the board of directors, and Joseph Harris, Chicago, was elected general secretary of the association, succeeding Clarence B. Lovell.

The new directors are as follows:

E. C. Donnelly, Jr., Boston; T. R. Burrell, Fall River, Mass.; K. H. Fulton, New York; Leonard Dreyfus, New York; O. S. Hathaway, Middletown, N. Y.; W. J. Ferris, Buffalo, N. Y.; Harry F. O'Meara, Jersey City; Henry R. Johnston, West Reading, Pa.; H. C. Macdonald, Detroit; S. L. Gaster, Fostoria, Ohio; Burnett W. Robbins, Chicago; W. Rex Bell, Terre Haute, Ind.; Harry J. Fitzgerald, Milwaukee; W. A. Rogers, Wamego, Kans.; George F. Olendorf, Springfield, Mo.; Rube Robinson, Wheeling, W. Va.; E. W. Lemay, Richmond, Va.; John P. Baird, Little Rock, Ark.; George Ripley, Jr., Atlanta; James E. Cassidy, Knoxville, Tenn.; A. A. Edwards, Paris, Tex.; Elbert Peyton, Centerville, Iowa; F. J. Hardenburgh, Missoula, Mont.; George W. Kleiser, San Francisco, Calif.; and H. A. Williams, Montreal, Que.

The matter of next year's convention was left for the decision of the board of directors at its mid-year meeting next April.

## H. B. Thompson with Mulford Agency

Herbert Bradford Thompson, formerly secretary-treasurer of the Better Business Bureau of Detroit, has joined the financial advertising department of The Mulford Company, Detroit advertising agency, as an economist and financial advertising counsel.

## We want a few more high-grade salesmen

We advertise in *Printers' Ink* because the type of man who reads *Printers' Ink* can appreciate the points involved in selling a high type, nationally advertised tree service such as ours.

Previous experience in our line is not necessary. To the men who qualify we offer an immediately worth-while income and every assistance and co-operation to grow with us at the rate we are growing. We have background and service developed to a degree which appeals at once to the high grade clientele we serve. Write for details at once.

**The F. A. BARTLETT  
TREE EXPERT Company**  
STAMFORD, CONN.

Advertising managers, sales managers and publisher's representatives invariably stay at Hotel Syracuse when in this active, enterprising city.



600 outside  
rooms, each  
with bath.  
\$3.00 up.

**POWERS  
HOTEL**  
Rochester, N.Y.  
under same  
management

**HOTEL  
SYRACUSE**  
SYRACUSE, N. Y.

## Thanks, Mr. Corey, But the N. I. A. A. Merited All It Got

NATIONAL INDUSTRIAL ADVERTISERS  
ASSOCIATION  
CLEVELAND, OCT. 12, 1929.

### Editor of PRINTERS' INK:

Personally, and also on behalf of the National Industrial Advertisers Association, I want to thank you most heartily for the very fine service your news and editorial staff have rendered the Association in connection with our recent convention. The October 10 issue has just reached me and you have been exceedingly generous to us.

We have many plans for increased activity during the ensuing year and it is my feeling that the time is not far distant when the National Industrial Advertisers Association will be a very definitely constructive force in the realm of industrial marketing.

GEO. H. COREY,  
President.

## Pacific Display Men Elect

A. O. Hewitt, display manager of Ben Selling, Portland, was elected president of the Pacific Coast Association of Displaymen, at its convention held recently at Portland.

H. P. Kelly, Yakima, was elected first vice-president; Bert Smyser, Tacoma, second vice-president; A. L. Sweet, Boise, third vice-president and Adrian Delsman, Seattle, secretary-treasurer. Fred L. Portman, Seattle, was made chairman of the board of directors and L. A. Smith, also of Seattle, educational director. Seattle was named as the convention city for 1930.

## Taylor Instrument Grants Leave to F. M. Herrick

F. M. Herrick, advertising manager of the Taylor Instrument Companies, Rochester, N. Y., for seventeen years, has been granted a leave of absence from that company for a year which he will spend on a fruit farm that he has purchased. Elmer E. Way, assistant to Mr. Herrick, will be acting advertising manager.

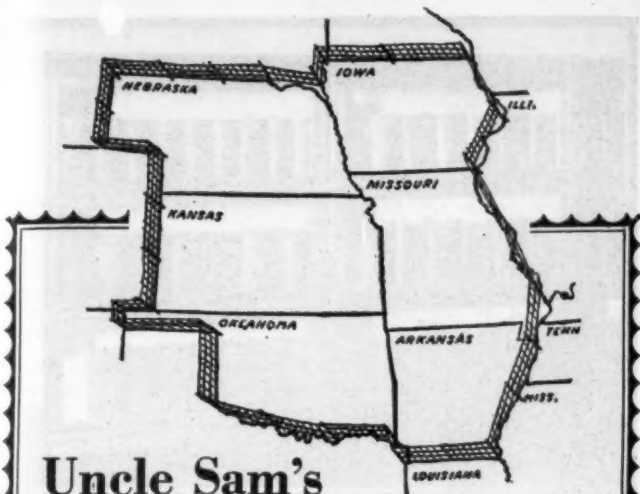
## D. D. Lee Representing "Woman's World"

David D. Lee, who has joined the Eastern staff at New York of *Woman's World*, will represent that publication in that city and also in New Jersey, Pennsylvania and the South. N. Fredrick Foote represents *Woman's World* in New York State and New England.

## Death of B. V. Ralsten

Brown V. Ralsten, secretary-treasurer of the Fred H. Ralsten Company, Chicago, publishers' representative, died at Evansville, Ill., last week. He has been with the Ralsten company since its organization in 1920. He was forty-four years old at the time of his death.





## Uncle Sam's Chicken Yard

These six states supply  
52% of all live poultry—  
25% of all dressed poultry—  
24% of all eggs—  
used each year on the  
New York market. Value,  
\$65,000,000 a year, with  
\$10,000,000 extra for  
Philadelphia.

The Standard Poultry  
Journal, published in the  
heart of Uncle Sam's  
chicken yard, has more  
paid circulation in these  
states than any other  
A. B. C. poultry journal,  
according to June publishers' statements.

### Standard Poultry Journal

Interstate Bldg., Kansas City, Mo.

Chicago, 180 N. Mich.

Detroit, Gen. Motors Bldg.





## Page Markers Indicate "Use" at CHAPPELOW ADVERTISING COMPANY

"Note the numerous paper markers stuck in many of the volumes. When the photo was about to be shot, I at first thought of taking all of these markers out, as being rather unsightly, but decided to leave them in, as they indicate in some degree the extent to which we use our PRINTERS' INK file. We use it for everything, but mainly for looking up advertising and merchandising case histories. It is really an indispensable part of our Research Department."

CHAPPELOW ADVERTISING CO.

Norman Lewis,

*Vice-President,*

There in a nutshell is the "why and wherefore" of a file of *Printers' Ink* Publications—it enables one to trace advertising and merchandising trends!

The Chappelow organization subscribes for five copies of *Printers' Ink* and three copies of *Printers' Ink Monthly* for current use and bound volumes for permanent reference to merchandising case histories.

## Federal Court Condemns Commercial Bribery

**A**CCORDING to the Federal Trade Commission, a Federal Court has, for the first time on record, affirmed that commercial bribery is an unfair method of competition. The statement of the Commission follows in full text:

"The United States Circuit Court of Appeals for the Sixth Circuit, Cincinnati, has entered a decree affirming an order of the Commission against the Grand Rapids Varnish Company, Grand Rapids, Mich., prohibiting the practice commonly known as commercial bribery and requiring a compliance therewith. The varnish company consented to the entry of this decree.

"This is the first instance on record in which a Federal court has affirmed that commercial bribery is an unfair method of competition.

"The court orders that the Grand Rapids Varnish Company do forthwith cease and desist 'from directly or indirectly secretly giving, or offering to give, employees of its customers or prospective customers, without the knowledge or consent of their employers, as an inducement to cause their employers to purchase or contract to purchase, from the respondent, varnish and kindred products, or to influence such employers to refrain from dealing, or contracting to deal, with competitors of respondent, without other consideration therefor, money or anything of value.'

"The attitude of the paint, varnish, and lacquer industry toward this practice is indicated by resolutions adopted at a trade practice conference held in Atlantic City in August, 1928. The resolutions condemned commercial bribery and provided for throwing open all records of companies involved in bribery investigations without resort to legal process. The Commission was urged to proceed without delay with all pending investigations and proceedings.

## MARKET RESEARCH MAN

A large financial institution has an opening for a man for research on advertising, marketing and distribution work. He should have a broad knowledge of the principles and practices of successful marketing, know how to apply scientific methods in the analysis of marketing data and report in writing the results of investigations. A man between 30 and 35 years of age, with several years of market research experience, either in an advertising agency or elsewhere, is preferred. Reply in writing, giving complete outline of qualifications. Address "R," Box 216, Printers' Ink.

## SALES- MEN—

those who are more than dull canvassers earn good money selling for one of the largest sign manufacturers in the mid-west.

Good organization backs up salesmen's efforts with 100% co-operation.

Commission paid when first order is sent in—or better—salesmen can retain commission when first payment is reported.

Write at once for full particulars. Milwaukee Neon Sign Co., 2520 Capitol Drive, Milwaukee, Wisconsin. Do it now . . . and

## MAKE MONEY

**WANTED****Account Executive**

Experienced in farm field and capable of writing selling copy to the implement trade. Salary commensurate with experience and ability to produce. State experience in reply which will be held in strict confidence. Location—large mid-western city.

Address "D," Box 72  
Printers' Ink

Available for work on

**Marketing and Merchandising Problems**

TEN years' experience in marketing research and sales planning with well-known companies qualifies this man for responsible position requiring a broad knowledge of marketing and merchandising, and ability to dig out facts as a basis of executive policies. He has analyzed markets, present and potential; investigated consumers' buying habits; worked on the development of new uses for products and methods of reducing marketing costs. Thoroughly familiar with all essential steps in moving merchandise from factory to final consumer. College graduate, age 35, Christian. Willing to locate outside of New York.

Address "A," Box 70, P. I.

"The Grand Rapids Varnish Company denied the jurisdiction of the court, on the ground that the subject matter of the Commission's order does not constitute an unfair method of competition. At the same time the American Paint and Varnish Manufacturers' Association and the National Association of Purchasing Agents procured permission from the court and filed a brief supporting the jurisdiction of the court and the Commission.

"Last October the varnish company filed in court a motion to dismiss the Commission's application for enforcement mainly on the ground of lack of jurisdiction. The court denied the company's motion June 4, 1929."

**Join "Roxy Theatre Weekly Review"**

Francis X. Fragale, former publisher of *Nation's Review*, has joined the "Roxy Theatre Weekly Review," New York, theater program as promotion manager.

Miss E. Prendergast, formerly free lancing, W. J. Drew, formerly with the John J. Robbins Company and E. Bergman, formerly with the West Coast Program Company, have joined the sales staff of the "Roxy Theatre Weekly Review." They will cover New York territory.

**H. A. Trafton to Manage Nestle-LeMur Sales**

Howard A. Trafton, formerly general manager and secretary of the Chisholm Company, New York, barber and beauty shop equipment, has been appointed sales manager of the Nestle-LeMur Company, of that city, hairwaving machines and beauty parlor accessories. He succeeds J. A. Ladds who has been made general manager of the company.

**Johns-Manville Shows Gain**

The Johns-Manville Corporation, New York, and subsidiaries, report net profits for the third quarter of 1929 amounting to \$2,483,300, after expenses, charges and taxes, as compared with \$1,722,451 in the same quarter of last year. Net profits for the nine months ended September 30, amounted to \$5,522,397, as compared with \$4,095,595, for the same period of 1928.

**Buys Wilmington "News-Dispatch"**

The Wilmington, N. C., *News-Dispatch* has been sold to the R. W. Page Corporation, owner of the *Wilmington Star*.

# The Washington Herald

MORNING  
and  
SUNDAY

Announces the Appointment as  
**National Advertising  
Representatives**

of

W. W. CHEW  
285 Madison Avenue  
New York City

A. R. BARTLETT  
General Motors Building  
Detroit, Michigan

J. D. GALBRAITH  
612 Hearst Building  
Chicago, Illinois

F. W. MacMILLAN  
625 Hearst Building  
San Francisco, Calif.

  
**The Washington Herald**

One of the 28  
HEARST  
NEWSPAPERS  
*Read by More than  
20 Million People!*

*Member:*  
A. B. C.  
Universal Service  
International News  
Service

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1882 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
BERNARD A. GRIMES, News Editor

## EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. B. Weiss	Andrew M. Howe
Arthur H. Little	Eldridge Peterson
Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
Frederic Read  
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, OCTOBER 24, 1929

## The New Consumer

"It is those industries which still allow factory superintendents and shop designers to decide the products they will make that are suffering today," said a prominent manufacturer recently. And he continued by pointing out that it is the new consumer who is shaping the course of industry in America today more than ever before.

For the new consumer does not like ugliness. The women of 1900 who had a choice to make between a pair of tan stockings or a pair of black ones, now have no less than fifty-eight shades to choose from and spend \$421,000,000 a year for their stockings alone. In 1900 one pair of silk hose was made for every 246th female in the population. Today beauty, style and color are given a much higher place in

the consumer's mind than price and utility.

For the new consumer is different. Even between the years 1913 and 1928 national income has increased 170 per cent against the population increase of only 23 per cent and in those significant fifteen years, automobiles have increased 478 per cent, life insurance 386 per cent, telephones 282 per cent. Comparing these figures with the population increase of only 23 per cent, one may visualize in a startling manner an increase in absorption of luxuries and conveniences, greatly in excess of the increase in population.

The new consumer has an income of approximately \$88,000,000,000 per year. It sounds very big when you say it fast, but dividing it by our population it means an average of about \$736 per person per year. America's workers are getting 57 per cent of the income of the nation today, where they got only 53 per cent before the war. Landlords are getting less of the new consumer's money. Fifteen per cent of the national income of 1913 was taken from renters; today it is only 13 per cent. This money has gone for homes, for automobiles, radio sets and the multitude of products which manufacturers have made the new consumer want.

Every ten years brings 25,000,000 new consumers into the market. They have had no real contact with yesterday's habits, customs or inhibitions. They are not savers. They are alert and receptive to the fast tempo of today. They are accustomed to the new packages in the delicatessen store, to the canned applesauce, the bread sold already sliced, the two automobile complex, to the idea of making purchases on instalments from income instead of from capital. The facts may sound alarming to some manufacturers who still run on the factory superintendent's viewpoint. But the new consumer offers to the alert manufacturer who keeps his ear close to the ground and who has learned to forecast trends with accuracy, an increasingly profitable market. He has more money to spend. He is responsive to advertising. He

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demands products that attract the eye, administer to his comfort and his ego.

The new consumer requires more careful study than his predecessors. The factory superintendent could minister to the wants of the consumer of twenty years ago. Today stylists are required, consumer investigations are essential. It is necessary to change products or sales methods quickly to meet new buying habits. The increased trouble in keeping close to the new consumer is more than made up by his increased responsiveness to advertising.

But the copy appeal of 1913 and the sales philosophy of a by-gone day will not work on a consumer who is as modern in his habits as tonight's newspaper.

### **Trophies and Rewards**

Accepting, on behalf of his company, a tall and handsome trophy that had been awarded for excellence in industrial advertising, James R. White, secretary of the valve-manufacturing concern of Jenkins Brothers, remarked: "We've been advertising for forty years—and this is the first time we ever got a cup!"

And if he had been in the audience on that occasion, a certain distinguished Briton now visiting America might have said: "Just so! I know how you feel about cups!"

This fall, the U. S. Lines' *Leviathan* brought to these shores a tall and slender and goateed gentleman who, on the matter of cups, feels rather strongly—Sir Thomas Lipton. He came as a yachtsman, to talk about next September's race for a famous international cup in which he will enter his beloved *Shamrock*. In the effort to take that cup back to Britain and keep it there, he has spent a fortune; and as a top-hole sportsman and good loser he has won America's heart.

Sir Thomas came, also, as a business man. He sells tea. On the ocean he talked shop with another business man—Paul W. Chapman, who, with his associates,

recently bought the U. S. Lines, including the *Leviathan*, on which the two business men were passengers.

Secretary White, of Jenkins Brothers, and Sir Thomas, of himself, have much in common. For each, trophy cups have been few and far between. But each has watched, for years, the results of consistent, long-pull advertising.

To his shipmate friend, Mr. Chapman, Sir Thomas might have said: "Cups or no cups, advertise! Advertise as well as you can, and keep everlastingly at it!" To which, had he been present, that other apostle of good and consistent advertising, Secretary White—beaming, to be sure, with pleasure over his recent honor—would have added: "Amen!"

And Mr. Chapman himself, casting an eye aft to where a flag fluttered, and mindful of the newspaper campaign that now is in progress to induce Americans to "Sail Under the Stars and Stripes," might have answered: "We're at it now!"

### **Why Hybrid Advertising for Chicago Fair?**

In a recent editorial we expressed some wonderment that the management of the forthcoming Chicago World's Fair had not yet definitely arranged to include paid advertising in its promotional activities. Our suggestion that Chicago could and should profit from the unhappy experiences of the Philadelphia Sesqui-Centennial drew a defensive reply from Homer J. Buckley, chairman of the exposition committee on public information, which was printed in our October 17 issue.

Mr. Buckley, declaring he wanted to "spike any false reports" about the exposition's attitude toward paid advertising, insisted the officers of the big Chicago show will not depend upon news bureaus and free publicity to sell it to the world. Thus, by inference, is given the impression that paid advertising space will be utilized as a matter of good sense and good business.

But how is it going to be financed? In answering this ques-



tion Mr. Buckley brings forth a deliciously naive suggestion. There are, he says, about 20,000 national and international advertisers in and around Chicago "many of whom will cheerfully devote part of their paid advertising space to World's Fair publicity." He figures that this would "aggregate a total of several million dollars in paid advertising."

In other words, the "paid advertising" will not be that kind at all, but will be free space donated by manufacturers for the good of the cause.

In still other words, these advertisers are to be asked to interrupt their own business expansion programs and actually take out of their appropriations enough money to make the Fair a present of "several million dollars in paid advertising."

Isn't this idea rather absurd? If the manufacturers should by any chance adopt it they would be damaging their own selling interests and doing the Fair very little good, if any. The hybrid advertising that Mr. Buckley visualizes would give the Fair a commercially sordid aspect that it would not at all deserve. When people would read one of these advertisements expounding the alleged virtues of a piece or line of merchandise, and at the same time extending an invitation to attend the Fair, they would inevitably connect the merchandise and the Fair in a way detrimental to both. "Come to Chicago to see the Fair, but come more specially to see us" is the psychological effect such an advertisement would convey, whether intended that way or not.

This exposition of 1933—and probably it will be the greatest event of the kind ever held—will have a highly individualized advertising message all of its own; and if it is forced to tag along on a poor relation basis and take such crumbs and crumbs as advertisers are willing to toss it, how is it going to convey this message?

The management would be doing a vastly better thing if it went to these advertisers and asked them to contribute to a fund for merchan-

dising the Fair—donate money, that is, and not space taken out of their own appropriations. This fund, judiciously expended by the able committee of which Mr. Buckley is chairman, would bring "several million dollars worth of paid advertising" in fact as well as in name. The Fair is too important an event to be cheapened by the use of pan-handled advertising.

### **Adopting American Business Methods**

There is a growing tendency in foreign countries to look to America for new ideas of business procedure. In many cases, methods are being lifted bodily out of our business structure, modified to meet local conditions, and then put into practice—often with success.

It will be of value to American business to note the methods that are being adopted by foreign countries and the methods that are being turned down. It is generally the most successful which are taken and the unsuccessful which are passed over.

Likewise, it will be of value to watch what changes are made in our business methods, because those changes may forecast changes which will be made here. This is true because the foreigner is able to take our ideas, divest them of some of the hampering traditions and practices which have been built up, and use the best that is in them in its most workable form.

It is a common saying that you have to go away to find out what is happening at home. This is also the case with business, for a man often gets so entangled in the details of his business structure that he loses the perspective necessary for the complete understanding of it, and must go away in order to broaden his views.

### **Baird Hall with Hazard Agency**

Baird Hall, formerly advertising manager of the Utility Company, Inc., New York, Gre-Solvent hand paste, and at one time, with the copy staff of Calkins & Holden, Inc., New York, has joined the copy department of the Hazard Advertising Corporation, of that city.

# MARKET VISUALIZATION

*By Means of Accurate Market Facts*

**A** MARKET study by Emerson B. Knight, Inc., constructs a complete picture of that market. The number of people—their characteristics, buying power, buying habits, reading habits, etc., are clearly presented.

Advertising agencies find our reports especially valuable in the selection of effective media. The buyers of newspaper advertising space accept it as a picturization of the actual newspaper situation.

Sales executives use Knight market data when deciding which cities are to be used for test campaigns. Many rely on Knight statistics in setting sales quotas.

We have made detailed market studies of seventy American cities. A list of these is available to you.



*Knight Market Reports  
are built on:*

PERSONAL  
INTERVIEWING  
Permanently employed  
Field Investigators  
trained in securing ac-  
curate information

MACHINE  
TABULATION  
BONDED AUDITORS  
CORRECT ANALYSIS  
COMPLETE UNBIASED  
FACTS

**EMERSON B. KNIGHT, Inc**

Architects & Builders Building  
INDIANAPOLIS INDIANA

*Truthful ~ Unbiased Market Research*

# Advertising Club News

## Definiteness of Data, Not Novelty, to Be Census Value

The virtue of data to be assembled in the forthcoming census of distribution will lie in their definiteness and uniform comparability, rather than in the revolutionary novelty of the facts they present, Paul T. Cherington, director of research of the J. Walter Thompson Company, Inc., pointed out in a talk on that project before members of the Advertising Council of the Chicago Association of Commerce last week. These new figures, when available, will be only clarified and standardized versions of what is now to be had in the form of estimates and general conceptions, he said.

It must also be borne in mind, Dr. Cherington noted, that this first attempt to gather and tabulate statistics in a new and most difficult field of enumeration will not, in form or results, show the high degree of perfection which characterizes some of the older branches of census activity. But it will be immensely important, he believes, if for no other reason, than that it will represent a huge, constructive pioneer effort.

\* \* \*

## Counsel Describes Government Case to Six Point League

Robert C. Beatty, of the counsel for the Six Point League of New York, an association of newspaper publishers' representatives, in the Federal Trade Commission's case against advertising, in which the League is a respondent, outlined to the League at a recent meeting the status of the case at present. Mr. Beatty pointed to a recent dismissal by the Supreme Court of the United States of a suit brought by the Commission on the grounds that it did not "involve the public interest" as an added point for the League's defense. The details of this decision are described elsewhere in this issue under the title. "The Trade Commission Can't Referee Private Battles."

The Six Point League also went on record as favoring the work of the American Association of Advertising Agencies, which has devised a standard form for billing advertising and expressed its desire to co-operate in making suggestions regarding such a form.

\* \* \*

## Heads Industrial Division, Cleveland Club

Andrew Brogini, of National Carbon Company, has been elected president of the Industrial Division of the Cleveland Advertising Club. He succeeds Ernest H. Smith, of the Hollow Center Packing Company.

Other officers of the division are: H. O. Taylor, Penton Publishing Company, vice-president; John R. Booher, Cleveland Crane & Engineering Company, secretary, and J. D. Seltzer, Thew Shovel Company, Lorain, Ohio, treasurer.

## Stuart Peabody Heads Advertising Golfers

Stuart Peabody, advertising manager of The Borden Company, Inc., was elected president of the Metropolitan Advertising Golf Association at a dinner at the Westchester Country Club following the final golf tournament of the year. E. C. Bennett, of The Erickson Company, Inc., New York, was elected vice-president; C. W. Fuller, of *College Humor*, was made treasurer, and A. L. Cole, of *Popular Science*, secretary.

Joseph N. McDonald was low gross winner in the class A group of the tournament that concluded the 1929 season. The low net winner in that group was Eugene Kelley. In the Class B group, J. R. V. Buckley was low gross winner and Paul Cornell, W. S. Bird and B. L. G. Rees were tied for low net honors.

Winners and runners-up in the different flights were:

Class A			
Flight Winner		Runner-up	
1.	R. B. Stuart	W. T. Hamilton	
2.	E. Kelley	A. Morell	
3.	J. N. McDonald	W. E. Becke le	
4.	Ray Maxwell	L. Fountain	
5.	W. W. Chew	T. W. Kinney	
6.	P. Maynard	C. Maxwell	
7.	E. J. Gants	C. A. Speakman	
8.	H. D. Hadden	A. L. Cole	
9.	C. Wright	G. Scrivner	
10.	G. Williams	R. Wadman	
11.	C. S. Hemingway	E. D. Moore	
Class B			
Flight Winner		Runner-up	
1.	J. B. Hydorn	T. Barton	
2.	B. L. G. Rees	J. R. Buckley	
3.	F. S. Newberry	S. B. Field	
4.	C. McCarthy	E. Weadon	
5.	B. P. Bartlett	J. R. Rutherford	
6.	R. R. Johnston	E. S. Murthery	
7.	F. H. Hobson	M. Towne	
8.	Ed Dunning	G. E. Fontaine	
9.	W. E. Haskell, Jr.	B. Oman	
10.	M. Murray	L. A. Klein	

\* \* \*

## National Bureau Combats Irish Lace Racket

The National Better Business Bureau has made public a poster entitled "Trimmed" with Lace," which it will use in its nation-wide campaign to expose the activities of fraudulent advertisers and sellers. This poster warns housewives to be on their guard against house-to-house canvassers who say they have "real Irish lace" to sell.

In this racket, the Bureau points out, girls with a marked Irish accent are usually engaged and thereby tend to create the impression that they have recently come to this country from Ireland. Their story is that they smuggled a little Irish lace in with them when they came and that they now find it necessary to dispose of it at about half what it is worth because they are in need of money. Purchased from the "colleen," however, this lace costs about twice the amount it can be bought for at a regular retail store.

## Group Discusses Radio Advertising Problems

A ROUND table discussion for consideration of problems concerning the use of radio advertising was held by the radio advertising committee of the Advertising Club of New York at its first meeting of the season, held early this week. Lee H. Bristol, vice-president of the Bristol-Myers Company, presided over the question box.

There follows a summary of some of the points which came up during the discussion:

Should a program follow along a set line, provided it has met with satisfactory acceptance, or should it be varied? That all depends upon the nature of the product or service advertised. Programs should be flexible and designed so far as possible to suggest the characteristics of the thing advertised. The broadcast for Ipana toothpaste, for example, is built to incorporate snappy, fresh and stimulating characteristics suggestive of the product.

Advertising copy should be prepared for the ear rather than for the eye. If this thought is kept in mind, there is apt to be more patience on the part of the listener to stay with the program. It should also be remembered to give the listener one point of the message at a time. Thus, a sales point can be sent over the air at the beginning of the program, another in the middle and a third point scored at the close of the advertiser's hour.

The advertiser should not strive to keep his sales message on the air up to the last minute of signing off. One object of the signature song is to carry the advertiser into the zero hour and assure him full time credit.

Many new advertisers on the air are distinguished by their keen desire for advertising copy. These advertisers were compared to those early users of publication space who were most pleased with advertisements that carried pictures of

the founders of these businesses.

On the subject of inquiries, the number that may be stimulated, it was stated, largely depends on the bait offered. Ipana, for example, is satisfied that it has an audience though it is now receiving only about 200 inquiries a week whereas if it was desired the advertiser could step this up to 10,000 or more, dependent on what was offered.

What should the length of programs be? In answer to this question, Frank A. Arnold, of the National Broadcasting Company, stated that the half hour program is rapidly becoming standardized as a unit in broadcasting somewhat similar to page space in publications.

How should the program be determined? This again depends upon the audience the advertiser desires to reach. Those fond of concert music will hardly be prevailed upon to listen to jazz. A listener in tuning for dance music may not be easily influenced to listen to something quite different. The advertiser and those assisting him must work out a cross section of the audience they wish to reach and gradually build up a following for that program.

## Tells Business Man to Wear Enthusiasm on His Sleeve

"Someone reviewing the history of this decade will give advertising its proper place," Merle Thorpe, editor of *Nation's Business*, told members of the Milwaukee Advertising Club recently when they met as guests of the Milwaukee Association of Industrial Advertisers.

"We should get into advertising copy some of the romance, enthusiasm and adventure that men find in their business," Mr. Thorpe advised. "The business man tries to appear matter-of-fact. He is ashamed to wear his enthusiasm on his sleeve. Yet business has the imagination of the artist and the business man has imagination and romance."

## New Sunday Paper for Camden, N. J.

The Camden, N. J., *Sunday Courier-Post* will be published by the Courier-Post Company, of that city, publisher of the *Camden Evening Courier* and *Morning Post*. The first issue will appear November 3. The new paper is owned by J. David Stern, owner of the *Post* and the *Courier*, as well as the *Philadelphia Record*.

# The Little Schoolmaster's Classroom

IT is not often that the Schoolmaster rises to pose as the champion and protector of the American Public. He leaves that to politicians who have made a study of the pose and who practice it to perfection.

Yet he feels that the recently announced intention of General Motors to manufacture radio sets and install them in automobiles represents—well, no, not a threat to the people—but perhaps a disturbing possibility. It may not rip apart our social fabric; it may not even cause more than the minutest sort of tear in this same fabric—nevertheless, the Schoolmaster feels impelled to point out what he considers to be some of the faults of the plan.

In the first place, scientists are coming more and more to recognize the destructive influence of noise. The other day a sociologist proclaimed his belief that an astounding percentage of divorces in this country are caused by nothing more than irritability produced by the constant noise to which most people are subjected. The Schoolmaster isn't predicting that the additional din which radios in autos will undoubtedly cause will accelerate our growing divorce rate. But, as he gazes out of his city window at the scores of automobiles, he shudders at the prospect of all of those cars containing radios blaring music of all descriptions.

He is thinking, too, of the growing mortality rate directly attributable to automobiles. He is thinking that that mortality rate may very likely be increased when motorists take their eyes off the road, while their cars are in motion, to tune in a station. He is thinking also how easy it might be to become so rapt in a piece of music or a talk that one would forget he was driving a car. And these thoughts are disturbing.

Has General Motors thought about these features of radio installations in automobiles? The

Schoolmaster likes to believe it has and that the company has provided against these disquieting possibilities. He knows something of Alfred P. Sloan's ideals and idealism and it would be a rude shock were he to learn that General Motors has overlooked the social implications of such a plan as this. Won't somebody at General Motors ease his mind?

\* \* \*

The Schoolmaster has always wanted to know if he has selected the right profession. He had heard that there were psychoanalysts who could ask one a few questions and then tell one the proper job to take, but somehow the Schoolmaster has never had time to call on one.

His mind has been set at rest, however, by Rutherford Platt's new book, "You Can't Fail," which tells what job you should have if you answer the seventy-six questions in the book. If any members of the Class read the book and are interested in just what the Schoolmaster's qualifications for his job are, the key number which he received is 12211.

This book, written by an advertising agency man, comes near enough to a person's general character to make it interesting, and if it does nothing else may, like the Listerine advertisement, tell a man something about himself which his nearest business associate would not think of mentioning.

\* \* \*

"Very truly yours," as a close to a letter, serves the purpose well enough, but sometimes the Schoolmaster likes to vary the phrase for something not quite so commonplace. To find another phrase, however, is not so easy. "Sincerely yours" and "Respectfully yours," of course, are other possibilities, but they seem to have certain definite implications and have to be in keeping with the contents of the letter.

A letter from Wade Morton, of the Auburn Automobile Company,

**The Greater Penobscot Building**  
 Detroit, Mich.  
 Smith, Hinchman & Grylls, Architects  
 Simon J. Murphy Co., Owners  
 Wm. M. MacLachlan, Vice-Pres. & Gen. Mgr.

**Wise**  
**manufacturers**  
**include the**  
**Building**  
**Managers**  
**in their**  
**selling**  
**plans**



Even before plans were drawn for the Greater Penobscot Building, Detroit, a committee of experienced building owners and managers was called to advise with the owners and architects on plans, materials and equipment. Wm. M. MacLachlan, vice president and general manager of the owning company, and for many years prominent in the building management profession, represented the owners during these meetings. He personally supervised the detailed planning of the building, as well as making the final selection of materials and equipment. It is only natural that these experienced building managers know best what materials and equipment should be used. That's why manufacturers who want to sell the office, apartment and commercial building field include these important men in their selling plans through BUILDINGS AND BUILDING MANAGEMENT.

*Shall we send you copy of our Synopsis  
 covering this profitable field?*



**PORTER-LANGTRY CO., Publishers**

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

Eastern Office: 100 East 42nd St., New York City

## Some Business Man Is Looking for Me—

Executive and salesman. Head own business for years. Young enough to have enthusiasm, old enough to have clear judgment, poise and the ability to diagnose situations, is open for engagement.

Consider purchasing interest in established legitimate business, or would make ideal New York manager for out-of-town concern. Thoroughly trustworthy in every respect.

Past experience and ability also fit me to be a dependable right-hand man for overburdened executive of large interests.

Please outline your proposal.

"M," Box 212, Printers' Ink

## Printing Superintendent Wanted

Must be able to produce high grade 4-color process and Rotary work. Publishing house. This plant is unusually progressive and is known as a good place to work. Applicant must be a young man whose ideas are thoroughly progressive and of high character. Union shop. Write fully to

"X," Box 918, Care of  
Printers' Ink

brings the subject to the Schoolmaster's attention because Mr. Morton seems to have found a means of lifting the close out of the commonplace and making it especially suitable for his letters. Unfortunately, we can't all imitate Mr. Morton, because his close would mean nothing on any letters except those from his division of the Auburn company.

Mr. Morton is sales manager of the Cord Front Drive Division of the Auburn Automobile Company and at the close of his letters there appears simply the word "CORDially," which seems to the Schoolmaster to have originality, appropriateness and advertising value all combined.

\* \* \*

"Modern in 1610—Classic Now," reads the headline of an advertisement for Cheney Silks. The colored design reproduced in the advertisement is that of a Louis XIII fabric. It is noted in the copy that "the great period classics of any decorative era were once the startling modern notes of their times."

The Schoolmaster looks forward three hundred years, trying to envision the present "modern" note in art, then become classic. But his imagination refuses to transport him that far. He seems to feel that maybe the so-called modern art will never become classic—that the designers of that day in the distant future may still be reproducing Louis XIII patterns, while the characteristic qualities of 1929 art will have been long forgotten. And he is old-fashioned enough to rejoice for the future and to recall the adage that one swallow does not make a summer.

\* \* \*

Strange how we can philosophize to suit our own whims and foibles. While the Schoolmaster may be lacking in a proper understanding of modern art, he does seem to appreciate the style of women's wear of the last few years. And he is disturbed by all the talk about greater yardage, in apparel. It scarcely becomes him to throw the weight of his opinion against the makers of silks and satins, but he would far rather have a fashion

## Advertising Signs

Sandblasted Electric Signs with the imitation Neon and other effects in various designs for window and interior display. Wonderfully attractive in brilliant color combinations. Also a complete line of Directional Signs.

WRITE FOR ILLUSTRATED PRICE LIST

FAIRCHILD MANUFACTURING CO., Kalamazoo, Mich.



## To the Presidents and other Executives read- ing PRINTERS' INK

For those of you who are confronted with the task of looking further than your own organizations for the *one* man to fit into some highly responsible and creative position, there is a most satisfactory solution which may not have suggested itself.

A full-page advertisement in PRINTERS' INK, stating clearly the essential qualifications required in the man you seek, with an outline of the possibilities in the position for the right one, will bring a class of responses that will be a revelation. We write this advisedly, from the experience of manufacturers, advertising agents and others who have used the plan with marked success.

PRINTERS' INK is read closely by many successful business men already holding important positions, and to these, as to the rank and file, a real opportunity for growth in a wider field, with greater earning power, is always attractive.

Instead of depending upon the range of your own personal acquaintance, why not put a frank advertisement over your own name in PRINTERS' INK? It is quite likely to result in your hearing from men whom you would not otherwise think of approaching.

**PRINTERS' INK PUBLISHING CO.**

**185 Madison Avenue - New York City**

## AGENCY EXECUTIVE AVAILABLE

This man, 41 years old, is a writer, account executive and salesman.

His average earnings for ten years have exceeded \$20,000.

He has worked with many large, national advertisers, all of whom will endorse him highly.

He would like to talk with a *real* Agency group or a manufacturer who has a man's size job that is ripe for a licking. Address "N," Box 213, P. I.

## A Powerful Promoter of Sales

The standing of the American Lumberman insures ready acceptance of all products whose advertising it carries. If your product has merit, the American Lumberman can ease the sales path for you.

**American Lumberman**

Est. 1873 CHICAGO A. B. C.

## Who Wants Me?

After 10 years' advertising and mail order experience I am convinced it's the copy that makes people buy. Hence, I am a crusader for copy,—the kind that mixes sales arguments with human interest. After all, people are human beings, and humanness should characterize a sales message to secure the best results. Seek position as copywriter or sales promotion manager where human interest appeals are appreciated. American, Christian, 37, salary "open."

Address "B," Box 71, Printers' Ink.

set in for longer and silkier portières than for longer and fussier female raiment. If there was ever a time for womankind to assert independence of style dictators, that time would seem to be the present. And yet the silk mills must be kept running and there must be some impetus given the manufacturer of winter coats, so that last year's will be supplanted. It's a problem—beyond the power of any man to solve.

The Schoolmaster appeals to the co-eds of the Class. What can be done to save the day for the man on the street?

\* \* \*

A friend of the Schoolmaster, due largely to the ineptitude of his opponent, recently managed to win a trophy in a tennis contest. When he proudly accepted the trophy and walked off with it, he was pleased and surprised to see a little tag on the bottom with the following words on it:

To the Winner:

It is our pleasure to present to you this trophy and to remind you that if for any reason you would prefer something different, we will be most willing to exchange it.

Cordially,  
HEATHERS'.

On the other side of the tag was the name and address of Heathers', who sells trophies on Fifth Avenue, in New York. As a matter of fact, the prize winner wasn't so keen about the large pewter bowl he had received, so he intended to look further into the matter. He found the shop as good as its pledge and, after asking several questions, he discovered what he thinks is a mighty good idea. The little card is the idea of Heathers' and is put on trophies. When a man who thinks he might want something else comes into the shop,

## MAGAZINE FOR SALE

A magazine in class of New Yorker, Spur and Town & Country, for sale. Excellent opportunity for editor with capital. Owners have other interests. Publication is now paying expenses. It has own field. Address "Capital," Box 74, Printers' Ink.

it is very likely that he will add a considerable sum to the amount of the prize he has received so that he can boast to his wife and family about his prowess.

Some men come in there with an \$8 or \$10 prize and spend a couple of hundred dollars in gifts. It is an unusual man who won't add almost 50 per cent to the price to get something a little bit better to flatter his ego.

Since the little tag has been used the company has been able to check up no fewer than 270 golf

clubs which have bought trophies as a direct result of it. A man wins a trophy in one club, brings it in, is well treated, spends a little extra money and thinks the idea good enough to buy for his own club. So Heathers' gets the order. The Schoolmasters' friend, having discovered the innate subtlety of the idea, nevertheless fell for it hard. On the desk in his living-room there now reposes a trophy which Big Bill Tilden might well envy and the little tag has another trade-up credited entirely to its

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## We want to build a ▲▲▲▲▲ Creative Advertising De- partment around this man

A company of the highest standing, which has attained a successful and enviable position through its dealer and display work, requires the services of an unusual man. He must be, first of all, creative. A man with ideas—new ideas—and the ability to put them on paper rapidly and strikingly. A man who thinks art in terms of sales, who has an exceptional sense of color, a vision that can create a stage setting of an ordinary dealer's window.

This man may be at present directing art in a lithograph establishment. He may be the key man in an inside studio. He may be color visualizer in an agency. But he must know advertising at the point of sale.

He will have developed a personality, as well as an executive ability, that will enable him to get things done without friction.

Around such a man we want to build a department that will be outstanding in its accomplishment. He will have every opportunity for growth and scope in the development of this department, and the cooperation of an organization which thinks only in terms of unusual achievement.

Write us fully and in confidence what your experience has been and how nearly you measure up to our requirements. Please give also age and past earnings. Our organization knows of this advertisement.

**Address "T," Box 217, care of Printers' Ink**

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## **Wanted! FULLY EXPERIENCED CAPABLE SALES EXECUTIVE**

with thorough, practical knowledge of modern merchandising of food products, preferably biscuits and confectionery, to be Sales Manager in long established and successful Canadian company. Canadian preferred, but not essential.

This man must have complete mastery of sales organization—sales promotion and sales control, and will be expected to produce results. State age, details of experience and salary expected.

**Sales Manager**  
c/o A. McKIM LIMITED  
Winnipeg, Canada

## **A Direct Mail Man Wants to Work for You**

He has written campaigns with real pulling power and organized sales crews to work with him. He can handle the details of production and recording mailings, inquiries, calls and follow-ups. He can tie up publication advertising with direct—national or local. A national authority on direct mail said he was one of the ten best letter writers in New York.

He's 27, a college man and has worked for both advertisers and agencies and he wants to tie up permanently with a high grade advertiser or agency.

Can you use such a man? Just write "U," Box 215, Printers' Ink.

## **a MAN'S size job open . . .**

to represent the advertising service department of a recognized North Jersey Printing Establishment. **ESSENTIALS:** A fundamental knowledge of advertising; initiative in seeking new accounts and dogged perseverance in building own future. Name salary. Write, in confidence, full particulars about yourself.

Address "C," Box 73  
Printers' Ink

human and well-planned suggestion.

\* \* \*

The Schoolmaster never thought there was much room for humor on the ordinary office rubber stamp, but the Glenco Products Company, Quincy, Ill., has shown him to be wrong. A package came across the Schoolmaster's desk recently which contained a liquid. Instead of the customary rubber-stamped instructions to be gentle with it, the following legend was stamped in big letters:

Easy Mister  
It's Liquid

Which reminds the Schoolmaster that a few months ago he received a postcard from a honeymooning couple across which was stamped:

Having A Fine Time  
Wish You Were Here  
The Smiths.

Even the drab little rubber stamp may have its moments of humor.

\* \* \*

The Department of Commerce is authority for the statement that there is a popular prejudice in the United Kingdom against eating in public. Consequently, the department reports, since most of the confectionery bought there is consumed in the home, it is usually bought in larger-sized containers than are customarily used in America.

More evidence that the sales unit is not the least important of the many factors that must be studied when planning to capture export markets.

## **Publisher's Representative**

has facilities to represent an additional national magazine in the New England advertising field. Can bring years of experience and adequate coverage to national publication. Compensation on commission basis preferred.

Address "E," Box 75, Care of  
Printers' Ink

## **"GIBBONS knows CANADA"**

J. I. GIBBONS Limited, Advertising Agents  
Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.  
New York Office 2132 Graybar Bldg. Thomas L. Briggs, Manager for United States

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Prominent Educational Magazine** for sale; two years old; no debts; will consider investment. Box 720, Printers' Ink.

**PHILADELPHIA FREE LANCE** is available to execute special commissions or represent you part time. Box 702, Printers' Ink.

**Publishers' Representative**—established, experienced, well known; located New York, covering East, desirous contacting publisher, good trade paper, interested securing representative this territory. Box 715, Printers' Ink.

**SUCCESSFUL SOLICITOR** of industrial advertising with wide acquaintance between Pittsburgh and Boston. Unusual circumstances make this experienced man available on moderate basis to established publication of suitable type. Box 703, P. I.

### HELP WANTED

**Wanted**—Experienced advertising salesman who is familiar with the Paint and Varnish manufacturers for a quarterly magazine. Post Office Box 411, Asbury Park, New Jersey.

**Advertising Man** wanted by Missouri Daily in city of 25,000. Must have ability and be good on lay-outs and copy. Experience is necessary. Will pay only \$45.00 to start. Box 731, P. I.

**Executive Service Corporation**  
100 East 42nd St., N. Y. C.

Advertising men seeking opportunities register with us. All correspondence confidential. (Agency.)

**Secretary**, experienced stenographer, neat and of good appearance to assist busy production manager. Capable assuming details. Knowledge of magazine make-up desirable. Write experience, age, faith, salary, etc. Box 729, Printers' Ink.

**SALESMAN**, or saleswoman, exceptional opportunity for right person, with small, progressive agency in New York City, specializing in Displays and Posters. Highest type person with experience and connections in this field can secure enviable connection, with ideal working conditions. Write full particulars, and give phone number. All replies held in strict confidence. Box 732, P. I.

**Rotogravure Salesman**—full or part time in your locality, attractive sales offer, a complete creative, art, photographic and production service. Give experience. Write for details to S. E. Stady Commercial Gravure Co., 444 N. Marshall St., Phila.

**Advertising Executive** wanted at home office of national publication located in Eastern State. Excellent opportunity for man who can produce promotional literature and oversee solicitation. State experience, age, salary requirements, etc. Correspondence confidential. Box 712, P. I.

**Wanted**—Librarian for research work in a well-organized department of an industrial plant. Must be a matured woman of education and culture with ability as a pleasant executive, and capable of investigating varied industries and to take charge of department of eight people. Box 730, Printers' Ink.

**Printing Salesman** with a minimum of \$50,000 annual volume on better grade catalog, booklet and direct mail printing; up-to-date plant with very successful Art and Ad Service Department; drawing account against commissions with overrides on sales above estimated costs and leads to new business for really capable man. Box 719, Printers' Ink.

**MONTREAL, CANADA**—Agency seeks a woman who has had versatile experience on all forms of advertising production—copy, layouts, ideas, appealing to consumer, dealer, manufacturer—for use in newspapers, magazines, direct mail. Give full particulars of experience; enclose samples if possible; state salary required, and when free. Box 733, Printers' Ink.

**SALESMEN**—permanent liberal earning opportunity is offered to several more men who are free to travel and can qualify to sell a practical show window Service of real advertising quality to retailers. Commission basis; exclusive territory. Business established over 15 years. State a few details of your experience for attention. Interview and personal coaching in territory. Address P. P. S. 1330-38 W. Van Buren, Chicago, Ill.

**A. K. OSTRANDER**

(Agency)

**PLACEMENT SPECIALISTS**

505 Fifth Ave., New York City

**THE MODERN WAY TO  
ACQUAINT THE RIGHT MAN WITH  
THE RIGHT JOB**

**Representative** wanted in Detroit for big group newspapers. Full particulars address Holman & Connell, 25 North Dearborn Street, Chicago,

**YOUNG MAN**—A recognized advertising agency in New York City has an opening for an educated young man interested in an advertising agency career. We furnish leads, train and pay weekly salary. Stewart, P. O. Box 100, Times Square Station, New York City.

#### PROMOTION MAN

for large Los Angeles department store must be experienced in advertising and merchandising, capable of carrying on aggressive sales policy. Attractive position for experienced man not over 35 years old. Give full particulars in answering. Box 295, 303 W. 42nd street, New York.

**Circulation Manager**—Somewhere there is a man occupying the second chair in the circulation department of a trade paper who is qualified to "go up" but is unable to because of the man ahead. We want such a man to take complete charge of circulation development for a trade journal with forty years' background. Moderate salary to start. Future depends on results. Give full information as to age, experience, references and minimum salary considered. Box 708, P. I.

**Established New York Organization**, which publishes an important annual, handles its distribution on a subscription basis and conducts an advertising service, can offer the right man a permanent house-salesman connection on a protected straight commission basis, which will net minimum of \$3,000 to \$6,000 first year and \$8,000 to \$10,000 second year. Should be over 27, have successfully sold space and be desirous of winning definite place in a growing concern. Write fully. Photo will help. Give phone. Box 707, P. I.

#### SALES ORGANIZER

with seasoned experience in selling intangibles like advertising or real estate is needed by an organization representing a basic national industry to work on expansion of membership; the man for this job must be a producer, capable of handling executive contacts of the first order; the opportunity is an extraordinary one, offering pleasant work and remuneration upon a salary basis commensurate with the high type of ability required; give outline of background, career and record in a letter. Box 711, Printers' Ink.

#### SALES PROMOTION MAN

Rapidly expanding oil company wants young man to develop sales promotion work.

The prime essential is practical business sense. Such a man will have wide-open opportunity to sell company's products and activities to some 300 service station managers, supervisors, etc.

For the man who has had sales promotion experience and knows how to pass on ideas to others, this job offers unlimited opportunity.

Home office location, Newark, N. J.

Give full information first letter. Age, experience, salary, etc. Box 709, P. I.

**ADVERTISING FREE LANCE MAN**, who wishes to make office, where thorough creative and production service in direct mail and display advertising can be had, should not overlook this opportunity. Available to one only. Box 718, Printers' Ink.

#### POSITIONS WANTED

**CREATIVE SALESMAN**—College graduate, experienced copywriter, artist, trade paper solicitor, visualizer. Seeking position with aggressive, intelligent agency. Box 696, Printers' Ink.

**YOUNG MAN**—22, with elementary knowledge of advertising details seeks position in advertising agency. Forwarding or general work. Salary secondary. Box 700, Printers' Ink.

**EDITORIAL EXECUTIVE**—with record of real achievement in newspaper making, now employed on western daily, seeks new connection in broader field. Box 735, Printers' Ink.

**Junior Copywriter or Subordinate, Editorial**—Young man, 21 well educated, wants position with future. Two years copy and reeditorial experience. M. E. L. Box 728, Printers' Ink.

**Desired**—A position in which a young man with 4½ years' exp. can expand illimitably. Exp. includes copy, layout, production with adv. service, retailer, trade paper. Box 698, Printers' Ink.

**ARTIST**—Lettering, layout and design. Eight years' experience producing for business firms, trade papers, printers, and agencies. Experienced supervising work of others. Box 699, Printers' Ink.

**SECRETARY**—Office manager, executive ability, long experience in advertising work, accustomed to handling interviews and correspondence desires position as assistant to busy executive. Box 704, P. I.

**Merchandising Man** available immediately. Knows Greater New York, drug and grocery trade. Can organize or operate efficient department for agency or publication. Box 726, Printers' Ink.

#### ARTIST

Experienced letterer and layouts, also some figure work, is looking for connection with agency or art service. Box 736, Printers' Ink.

#### LETTERING AND LAYOUT

Man desires position, 8 years' experience, can handle production, create roughs, make dynamic layouts. Box 717, Printers' Ink.

#### CHECK MY PAST RESULTS

Young versatile copy writer offers actual sales figures for proof of ability. Great imagination tempered by experience, yet without any "know-it-all" attitude. Now employed by 4-A Agency. Copy, layout and contact. Seasoned for your profit. Salary moderate. Box 713, Printers' Ink.

**YOUNG MAN**—27. DESIRES PERMANENT CONNECTION. Has had experience in newspaper work, printing and accounting. College education. Box 738, Printers' Ink.

#### ARTIST

with permanent position has time to handle a small account on side preferably lettering and designing. Reasonable. Box 723, Printers' Ink.

#### SECRETARY

Young woman with fine background commercial, advertising-publishing experience. 4-A references. Protestant. Box 710, Printers' Ink, Chicago Office.

#### ART DIRECTOR

Layout designer capable to finish drawings in all mediums, wants connection with an advertising agency, department store or a mail order house. Box 727, P. I.

#### COMMERCIAL ARTIST

Young woman with several years' experience, desires free lance or permanent connection with Advertising Agency or Art Service. Box 734, Printers' Ink.

#### FOR ADVERTISING EXPERIENCE

clean-cut chap is willing to work for little or no salary. One year in advertising department of manufacturer. Several years behind counter. College graduate. Box 739, Printers' Ink.

#### ADVERTISING SALESMAN

Seeks opening with reputable and substantial publication. Has had successful selling record of nine years with two publications in Eastern territory. Age, 33 years. Box 721, Printers' Ink.

**Ass't Advertising Manager** for a large National Advertiser will handle the advertising of ONE firm on a continuous monthly supervisory counsel fee basis. Right firm can save money with this arrangement if full time is not needed. One client is all I can handle. Box 705, P. I.

**YOUNG MAN**, now employed, desires change. Has had three years' agency work; four and a half years of sales promotion. Familiar with plan, copy, production. Christian, unmarried, college education. Salary requirement \$65. Location: New York City or vicinity. Box 697, P. I.

#### OPPORTUNITY DESIRED!

College man, 28 years old, married, now employed, seeks desirable connection. Constructive thinker and consistent worker. Four years' sales and advertising experience. Reasonable salary, commensurate with experience and ability expected. Box 706, Printers' Ink.

Advertising manager or assistant for a manufacturer of

#### HARDWARE, BUILDING MATERIALS, SPORTING GOODS OR RADIO.

Ten years experience in above fields as district advertising manager for manufacturer, advertising manager for retailer, contact man and copy writer for agency and copywriter for group of trade publications. Age 34. Box 724, P. I.

**An Art Director** desires a position with either an agency or art service. Ten years' experience in layout and finished art. Box 714, P. I.

#### ARTIST

Agency experience, capable of planning and developing modern advertising material, seeks agency connection where he can also do finished work—salary and commission basis. Box 701, P. I.

#### ADVERTISING—SALES PROMOTION

Resourceful young woman with a keen merchandising sense . . . who can write sales-stimulating advertising copy, dealer helps, booklets . . . and take charge of production. Agency and department store experience will make her valuable to a manufacturer or small agency specializing in fashion or women's appeal merchandise. Box 716, Printers' Ink.

#### TIRED OF HORSE MANOEUVRES

For so much a week, I will put some organization on its artistic feet. I am now with one of the foremost New York agencies. Box 725, Printers' Ink.

#### ADVERTISING MANAGER

With 11 years' experience advertising the technical product, seeks new connection with manufacturer anywhere. Last connection adv. mgr. large radio mfgs. spending million dollars. Northwestern Univ. and Armour Inst. training. Knows all phases adv. plan, production and sales promotion. Age 30, married and anxious to build for real future. Box 722, Printers' Ink, Chicago Office.

## YOUR MERCHANDISING PROBLEMS CAN BE SOLVED!

A specialist, experienced in field and copy work, will show you results.

He is now employed, but seeks a connection giving him greater scope.

Your organization will profit by employing his ability and wide experience.

Reduce merchandising expense and increase sales by adding this man to your staff. Box 740, Printers' Ink.



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## Give Them Answers

When salesmen get a clear picture of the right way to answer prospects' questions, they score sales points.

Lighted pictures of the right kind show just how to present your sales story as you want it presented,—in lighted still pictures that change.

Fourteen years of experience has highly developed the skill of this organization in making sales ideas plain.

Let us show you how successful companies are using a proven training method that costs remarkably little and is reinforced by national field service.

Every picture we have ever made has helped accomplish the buyer's purpose.

## Jam Handy Picture Service

Jamison Handy, President

6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides  
New York, Graybar Bldg.—Detroit, General Motors Bldg.—  
Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales  
and Service at Principal Points Throughout the United States.

## 26 TIMES 15,000

**I**N September, 1917, the circulation of the Chicago Daily Tribune led that of the next newspaper by a scant 15,000. In September, 1929, the Daily Tribune had increased its lead

to more than 396,000. In other words the gap between the Daily Tribune and the next newspaper is now twenty-six times wider than it was twelve years ago.

\*Next in advertising volume

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, Sept., 1929, 852,595 Daily; 1,134,925 Sunday

The College of Business  
B  
1111

Give Them Answers

When someone asks you a question, don't just say "yes" or "no". Give them the answers they need to know.

The best way to get the answers you need is to ask the right questions. That's why we've developed this new system.

It's a simple system that will help you get the answers you need in less time and with less effort.

Let us show you how to use this system. It's a simple system that will help you get the answers you need in less time and with less effort.

Let us show you how to use this system. It's a simple system that will help you get the answers you need in less time and with less effort.

Jan Hardy Service

6327 Broadway  
Chicago

Let us show you how to use this system. It's a simple system that will help you get the answers you need in less time and with less effort.